



Investor Presentation

September 2023

Disclaimer

This presentation contains information and analysis on financial statements as well as forward-looking statements that reflect Logo management's current views with respect to certain future events. Although it is believed that the information and analysis are correct and expectations reflected in these statements are reasonable, they may be affected by a variety of variables and changes in underlying assumptions that could cause actual results to differ materially. Neither Logo nor any of its managers or employees nor any other person shall have any liability whatsoever for any loss arising from the use of this presentation.

Logo at a glance



Enterprise
Application
Software (EAS)
Company



Local leader
in **Turkey** and
Romania



Active in India
through a JV



42%
IFRS revenue
CAGR
in 2012-2022



1.54 bn TL
2022
revenues



61%
Recurring
revenue base



Growing SaaS
business



Dedicated R&D
spending



1.500+
employees



47%
women
employees

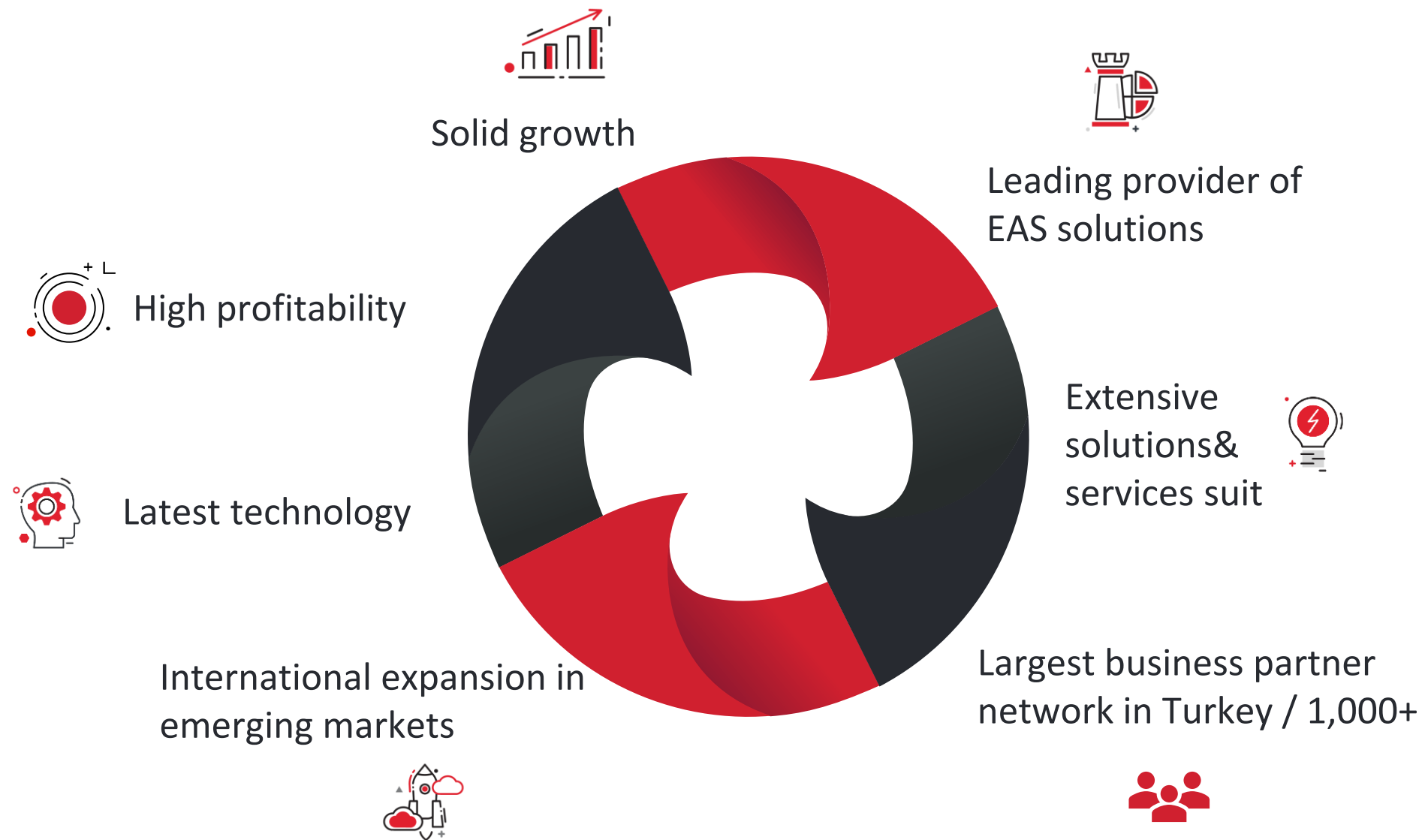


5.000+
people in
ecosystem

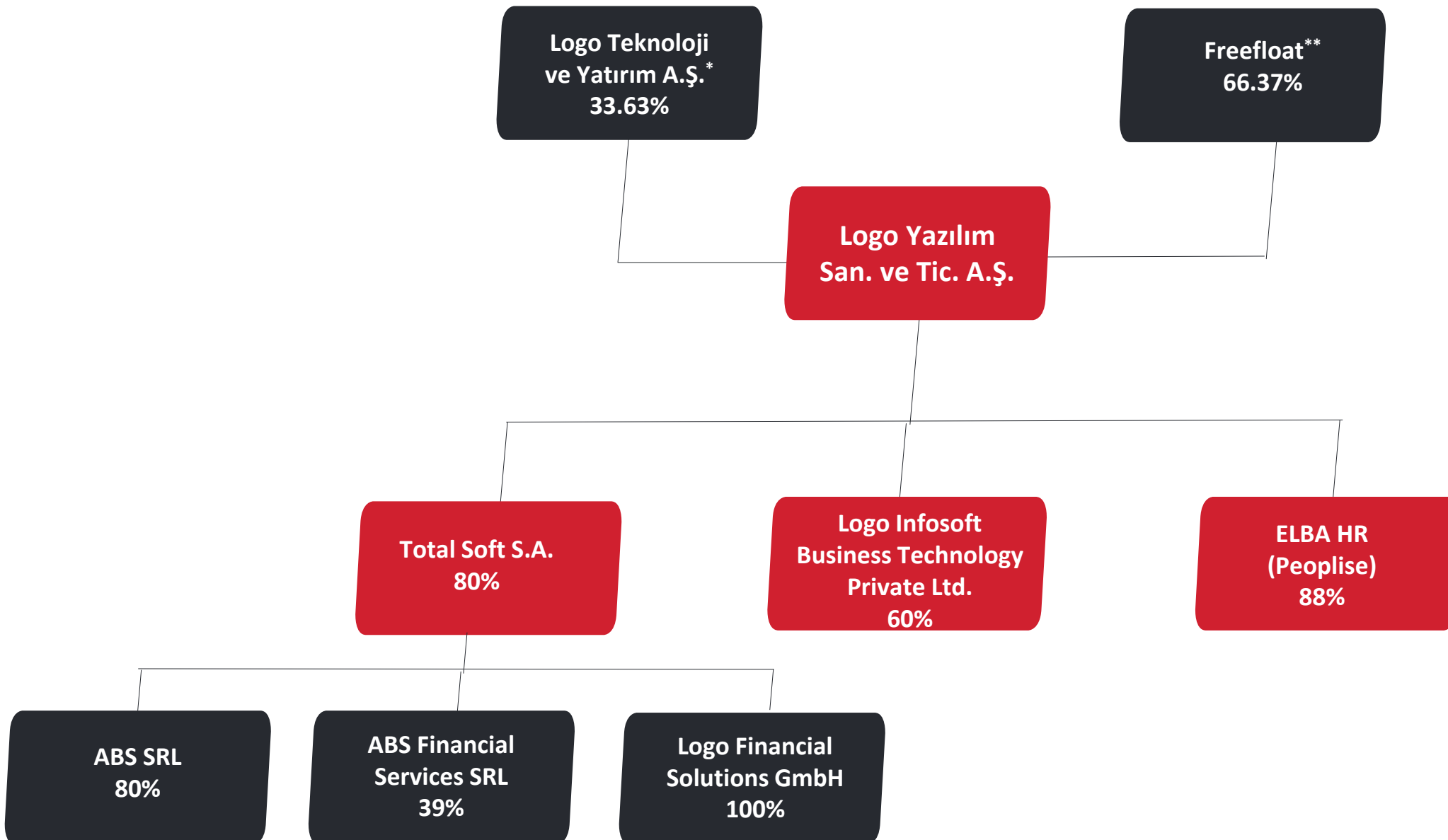


180.000+
Customers*

Key investment highlights



Shareholder structure

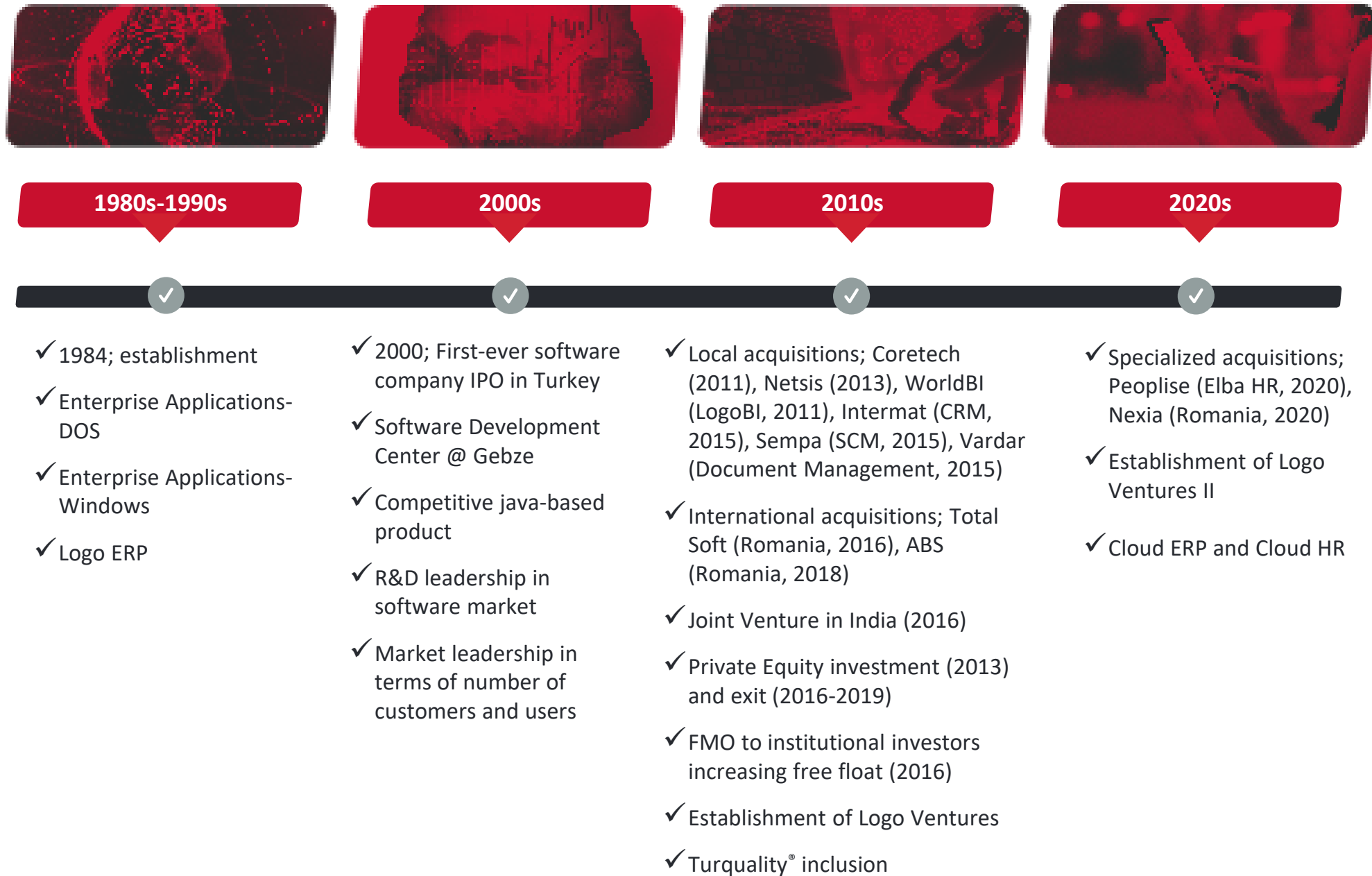


* 32,32% belongs to M. Tuğrul Tekbulut. Other; 1,31%.

** Includes the treasury shares of 4.28%.

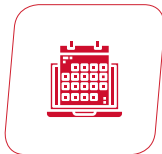
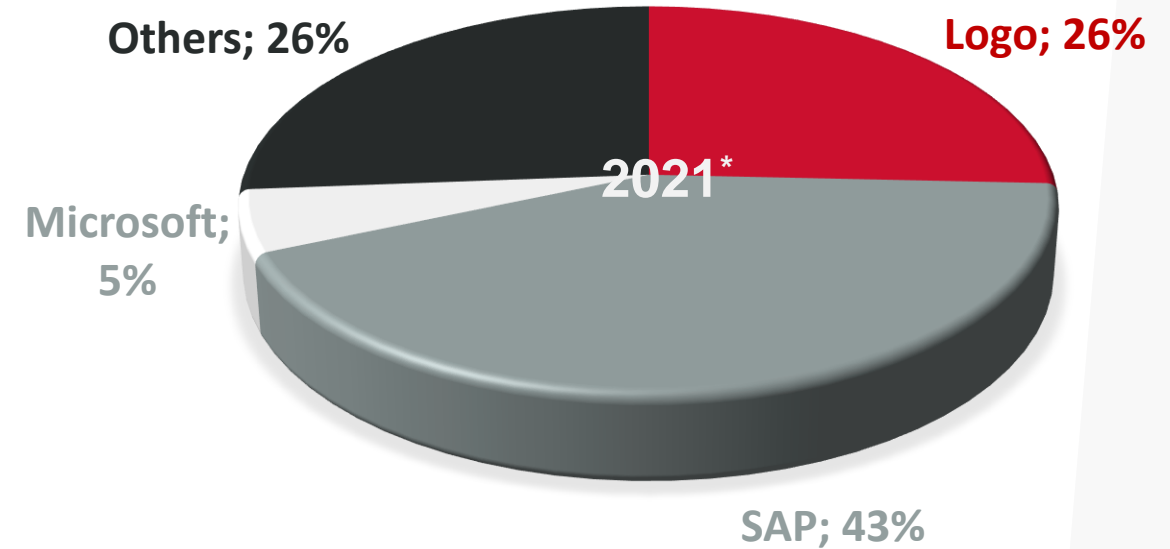
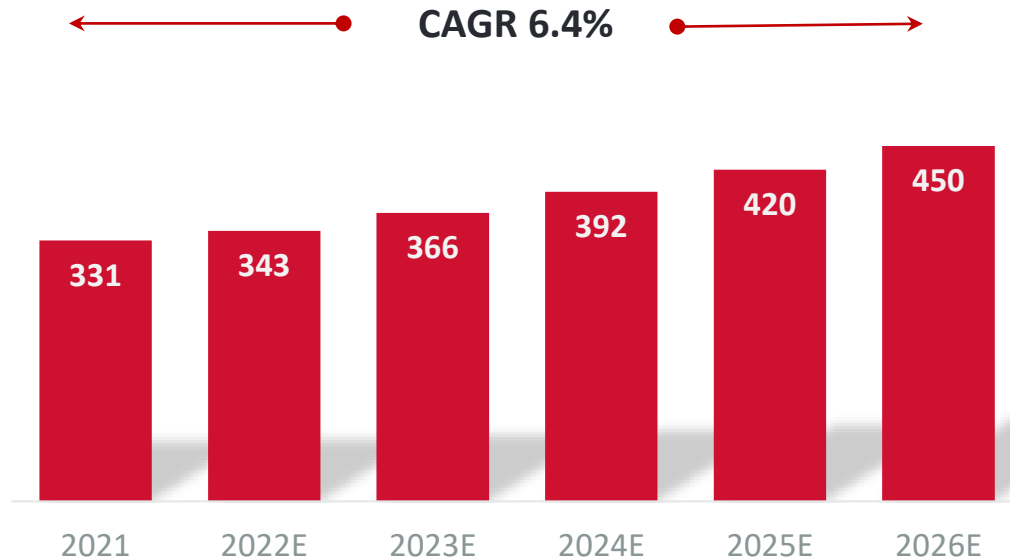
www.logo.com.tr

Logo milestones



Turkish EAS market and Logo market share

Turkish EAS market growth expectation* (\$mn)



SMEs lead software market growth



Government push for digitalisation



Lower ERP penetration compared to EU



Enterprise cloud adoption will be on the rise and big data will be one of the fastest growing fields

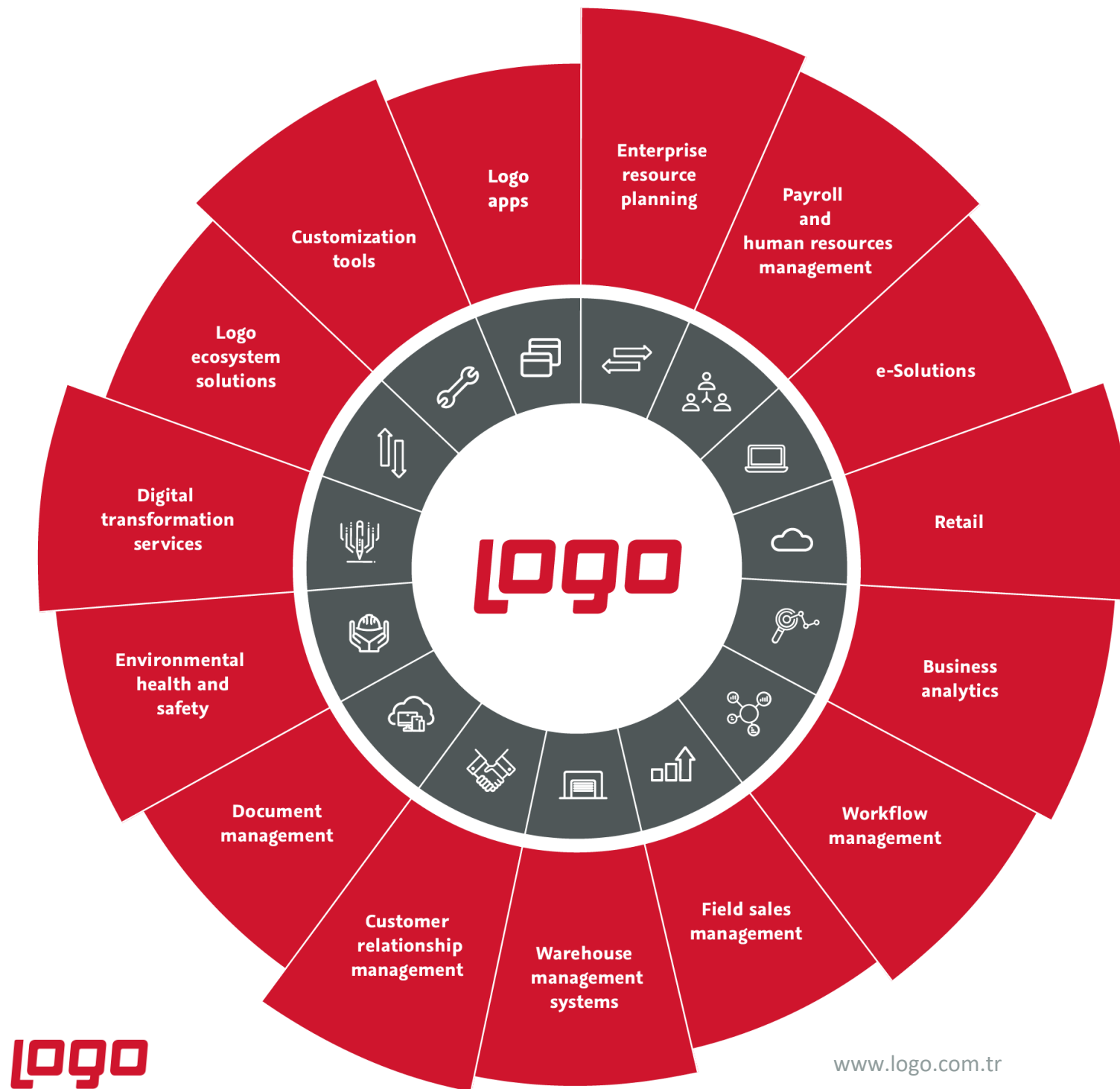


Potential pricing upside

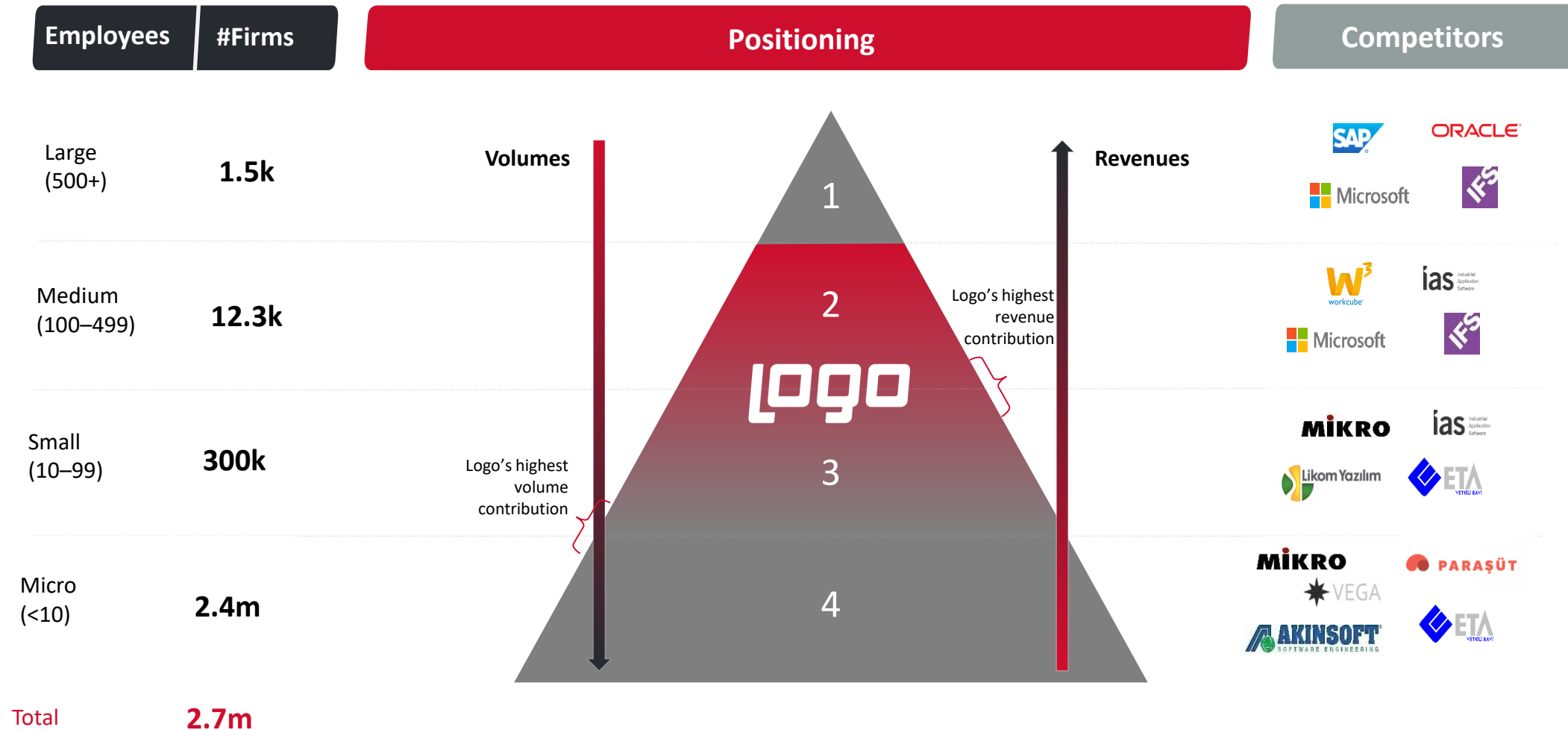


Digitalization becoming more of an obligation than choice post Covid

Extensive product suite



Logo Turkey's product portfolio from micro to large corporates



1

- Higher presence of large incumbents that do not have SME tailored products
- Low volume, high penetration region

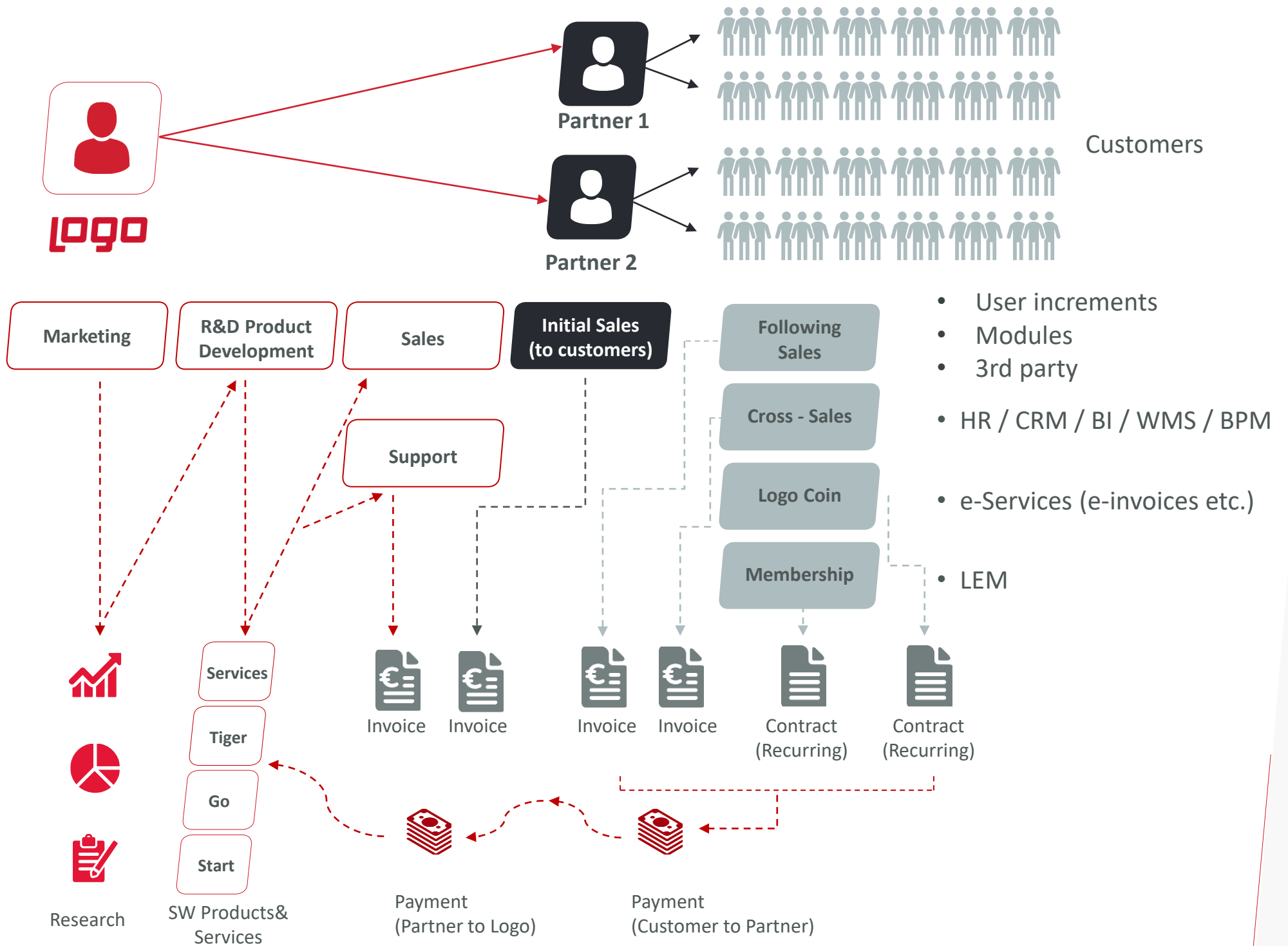
2-3

- Market leadership with highest number of customers in Turkey
- Tailored SME products with local know-how

4

- High growth potential area
- Next largest competitor is a local Turkish player with c. 1/5th of Logo's market share by revenue

Logo Turkey sales cycle



Competitive advantages of Logo Turkey

1

Robust product suite

- Best suited to local market legislations and business practices
- Lower total cost of ownership
- Attractive price point, simple maintenance and easy implementation
- Best-in-class technology and adaptive to trends

2

Extensive distribution network

- Large network of 1,000+ BPs and c. 5,000 sales and implementation team members
- All BPs exclusively sell Logo software products creating high barriers of entry
- 50% of BPs have tenure longer than 10 years
- No BP with over 1-2% of sales

3

Strong brand

- Trusted brand with > 35yrs of presence
- Positive perception of Logo products across the board
- Cross-sell and upsell opportunities
- Strong advocates of Logo products

Appeals to customer base

Rapid growth in total & recurring revenues

Increased opportunity to cross-sell

Low churn

Economies of scale

Major recurring revenue streams of Logo Turkey

LEM – Logo Enterprise Membership



License
maintenance



4,011
new features
added in 2022

40%
Revenue CAGR
in 2017-2022



Version
releases



New features



Regulatory
changes

33%
share in
recurring
revenues in
2022



7 version
releases in
2022

Pay as you go – Logo coins

Market
leader in
e-government
solutions



135,000
Customers



e-Invoice
e-Archive
e-Ledger
e-Dispatch

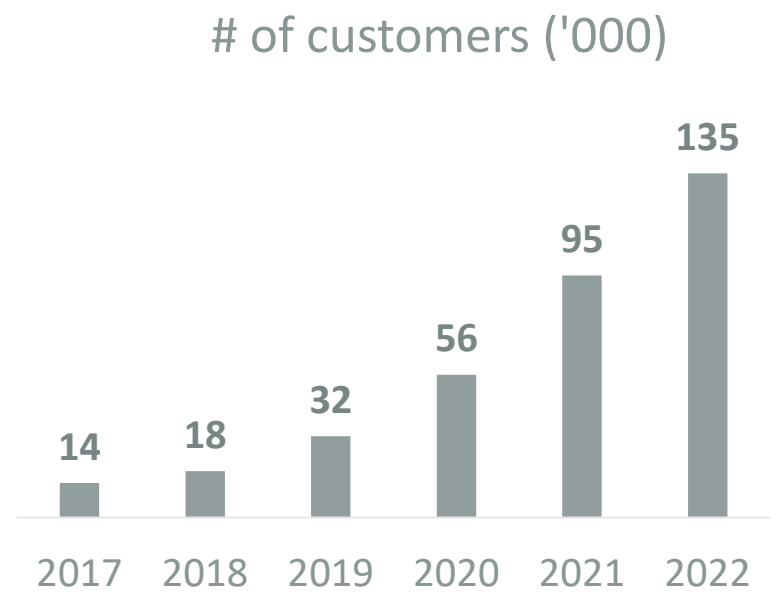
63%
Logo coin
revenue CAGR
in 2017-2022

32%
share in
recurring
revenues in
2022

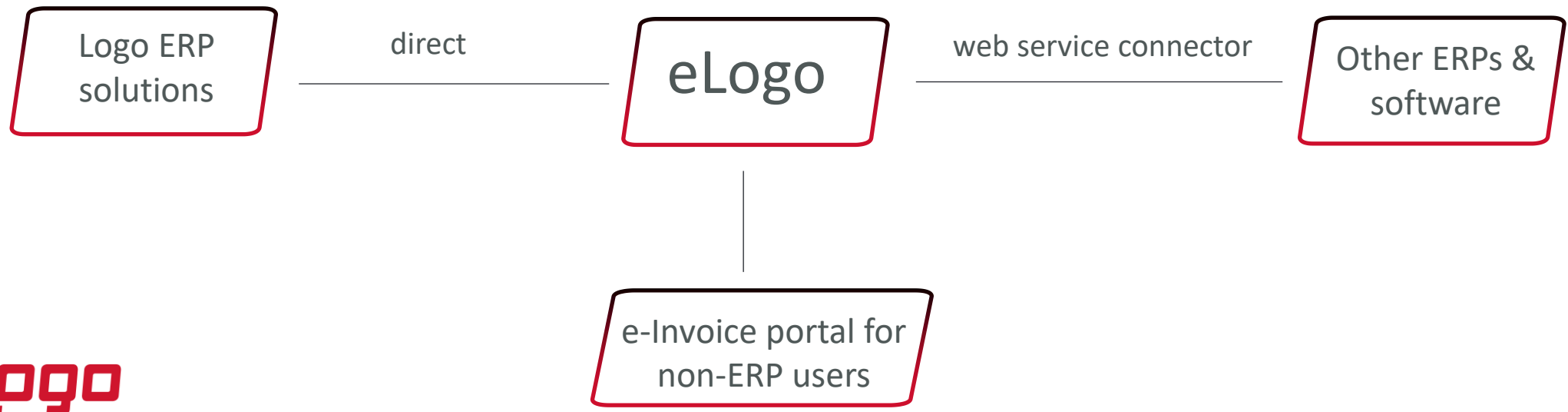
51%
coin usage
CAGR
in 2017-2022

eLogo: e-Services platform and leader in digital transformation

Market leader in e-government solutions; e-Invoice, e-Archive, e-Ledger, e-Dispatch with 135K customers

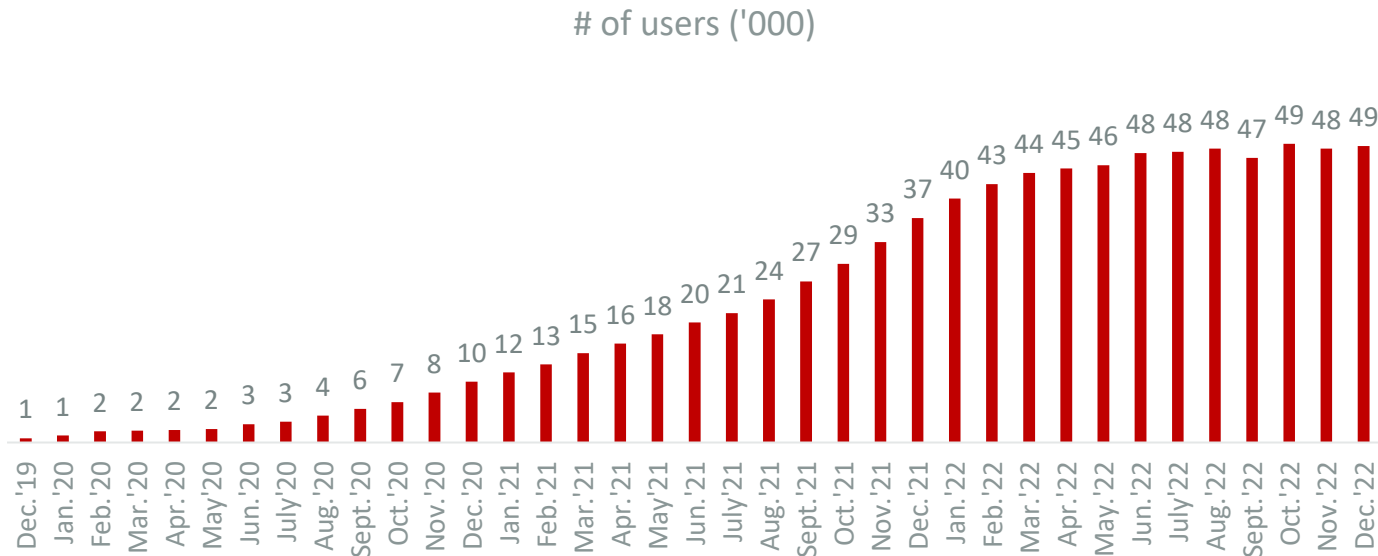


- ✓ **High-quality customer service** in addition to **superior tech infrastructure** differentiates eLogo in a very competitive market
- ✓ **Recurring revenues** (coins) make up **86%** of e-service division's invoiced revenues in 2022, and the remaining 14% is one-time revenues and comprises of module and other sales
- ✓ **63% coin revenue CAGR** between 2017-2022
- ✓ **Coin revenues** has a **32% share** in consolidated recurring revenues in 2022



Logo İşbaşı: SaaS solution for MicroSME digitalization

Offering basic accounting software and e-invoicing services



User growth: 32% y/y

ARPU*: 366 TL

LTV/CAC**: 8

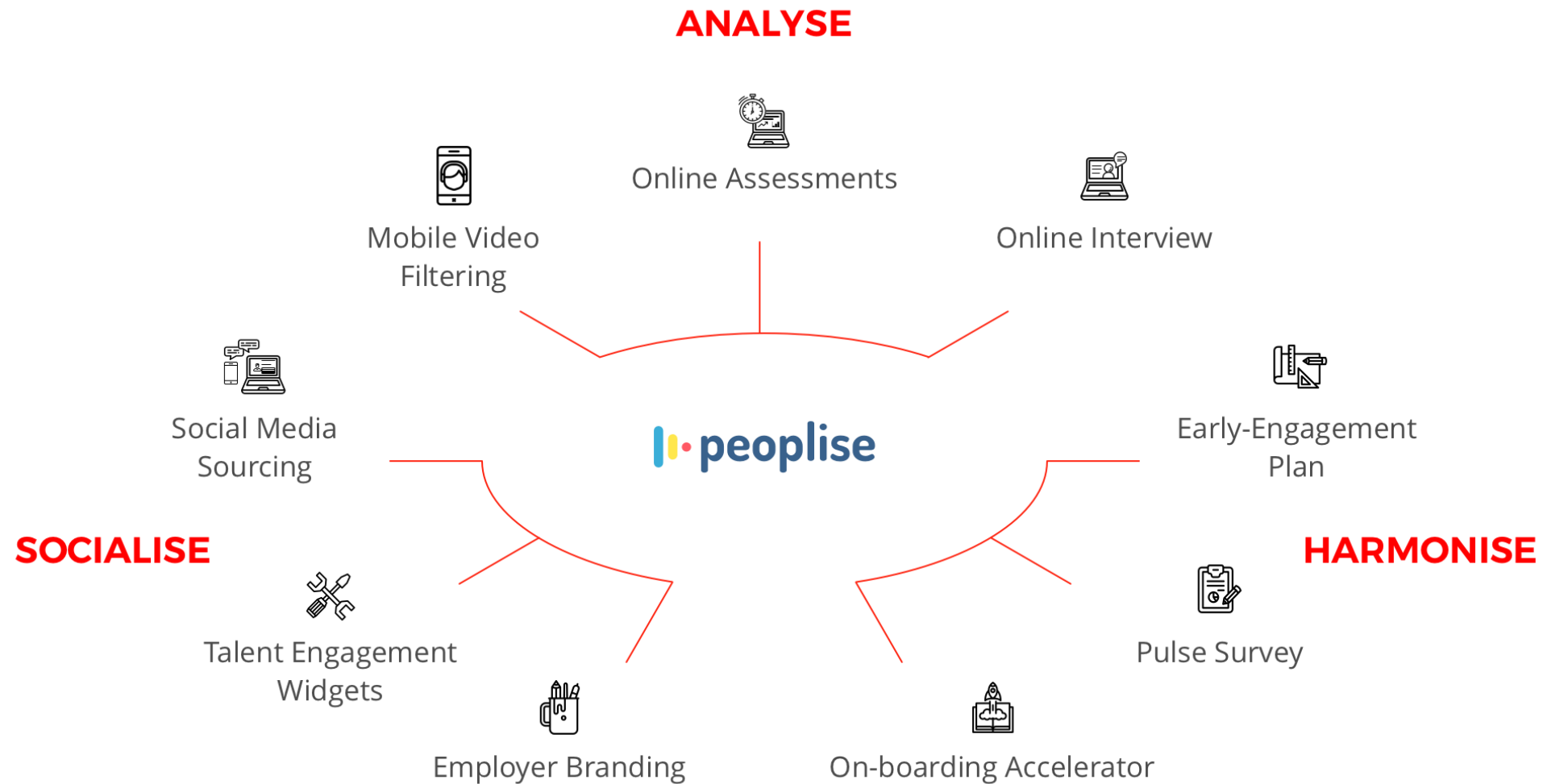
Competitive advantages:

- Logo as the **leading e-invoice provider** of Turkey, differentiates itself with high service quality
- Value creation on digital platform:** connecting revenue administration, financial institutions, customers, trade partners and e-commerce sites
- Quick and easy upgradability to a larger ERP solution

- Strong brand-name
 - Strategic partnerships
 - Key account management
- high LTV/CAC

Peoplise: next generation talent acquisition

SaaS solution for recruitment, on-boarding and talent engagement needs of enterprises



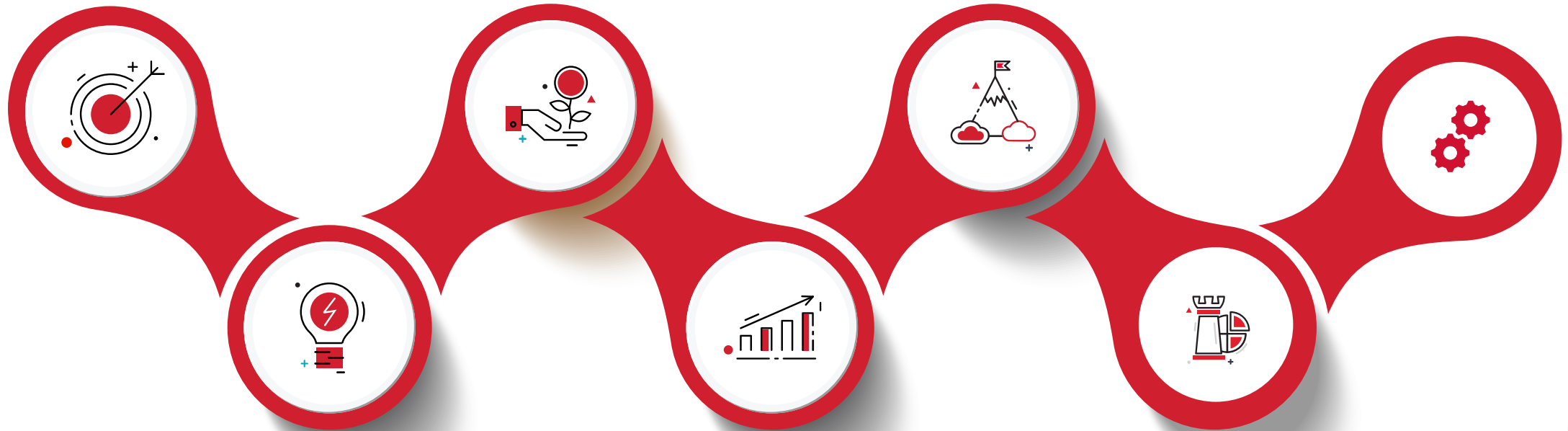
Research and Development

Meeting new user generation's expectations & Customer centric design

Evolving from content richness approach to usability and accessibility approach

Mobile and web usage

Compliance with e-gov't processes



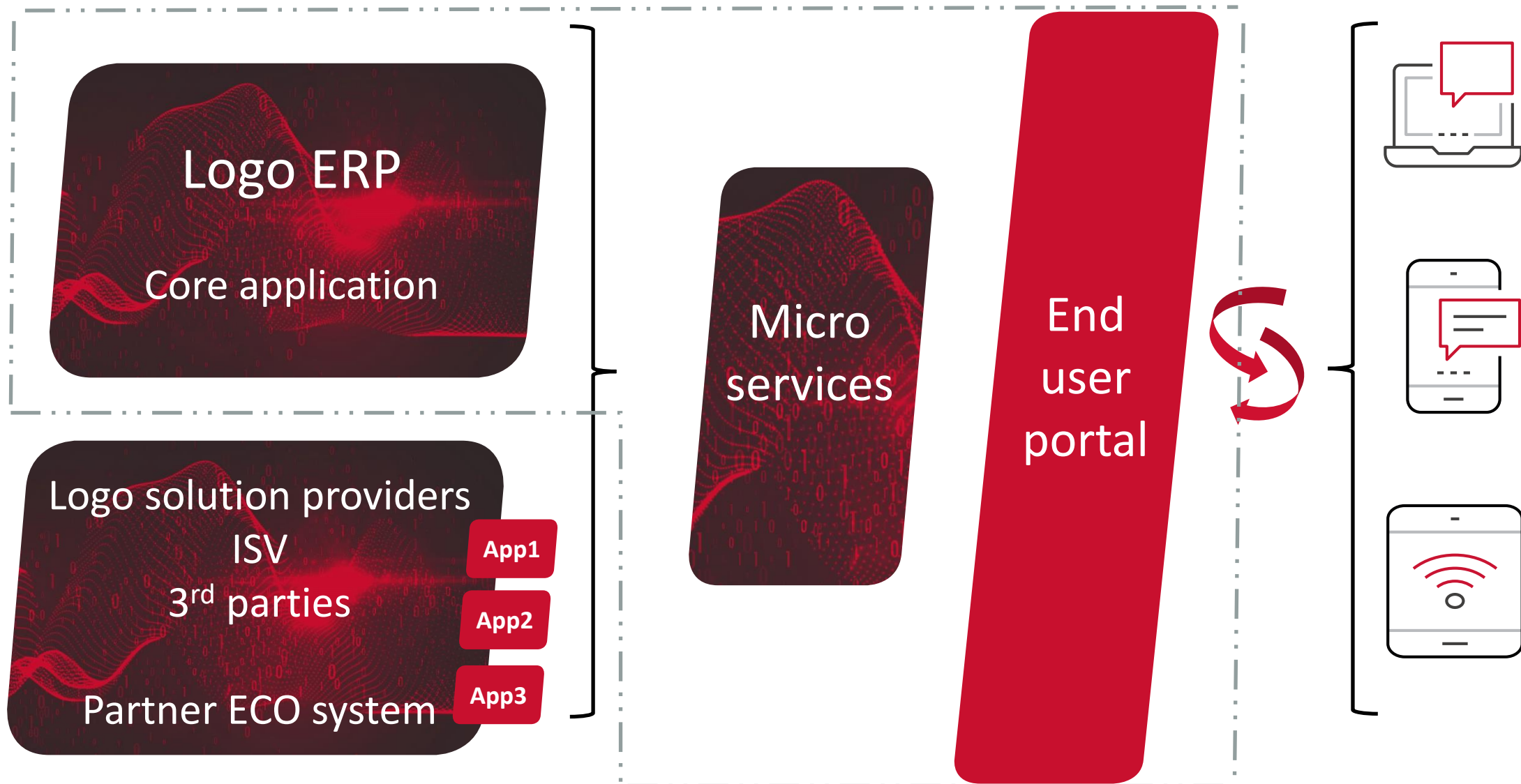
Machine Learning enabled documentation and i18n

aPaas for ERP Services

All products with the same design approach, and on one platform

Logo Cloud Portal


Software ecosystem on cloud infrastructure; enabling all Logo business partners and solutions partners to develop products that work in sync with core ERP





Micro services include data, menu, management, notification, reporting, monitoring, measurement, log, billing services etc.

Logo Total Soft - Romania




25 years of
experience


Over 800 clients


Expertise in business
application software
development &
implementation across various
industries

Competitive advantages of Logo Total Soft

1 Robust product suite & superior service quality

- Charisma Business Suite; core being ERP and Human Capital Management (HCM)
- Focus on 8 verticals at the second layer; Financial Services, Healthcare and Agriculture standing out
- Innovation and technology present in all product and services

2 Strong brand

- Trusted brand with >25 yrs of presence
- 1st place in Romanian ERP providers
- Human Capital and Healthcare solutions expanded through CEE
- One of Top 10 Global Leasing and Credit solutions
- Member Firm of Global Retail Consulting, Ebeltoft

3 Project management know-how

- Development of best of breed solutions together w/ vertical leaders
- Project implementation experience in 35 countries
- Know-how, innovation and project management capabilities strengthened with ABS acquisition in 2018
- High-quality developers dedicated to project development

Appeals to medium and large sized local and international client base

Well-positioned to increase international sales

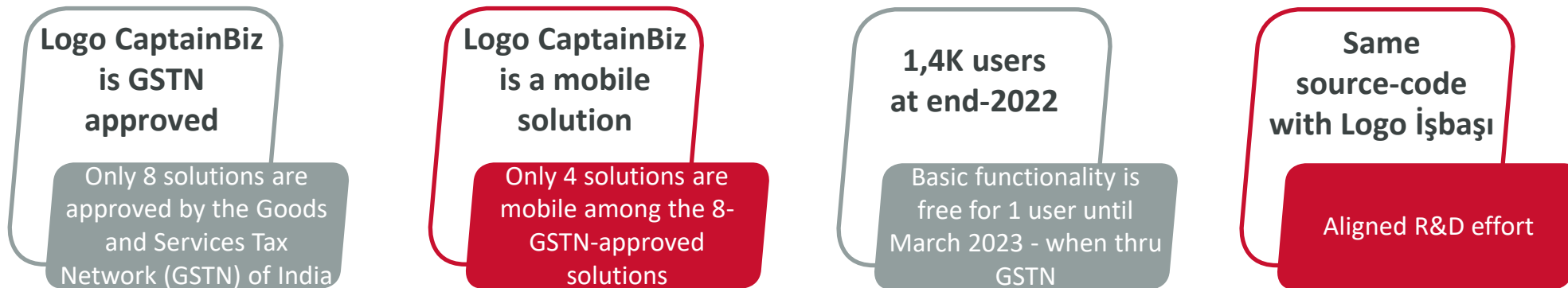
Client centric organization and business model

Competitive positioning in home market

Sustainable competitive advantages in multiple verticals

MicroSME digitalization - India

CaptainBiz: pre-accounting and e-invoicing services with in-built GSTN compliance



- ✓ SaaS solution **Logo** CaptainBiz; final product with enhanced features rebranded and launched in 2020
- ✓ Ready-to-use software combined with user-friendly design and mobile accessibility offers an effortless digitalization experience for microSMEs
- ✓ Total **investment** by Logo as of end-2022 is **\$6.45 million** since JV's foundation at end-2016;
 - \$2.15 mn equity
 - \$4.30 mn long-term equity convertible

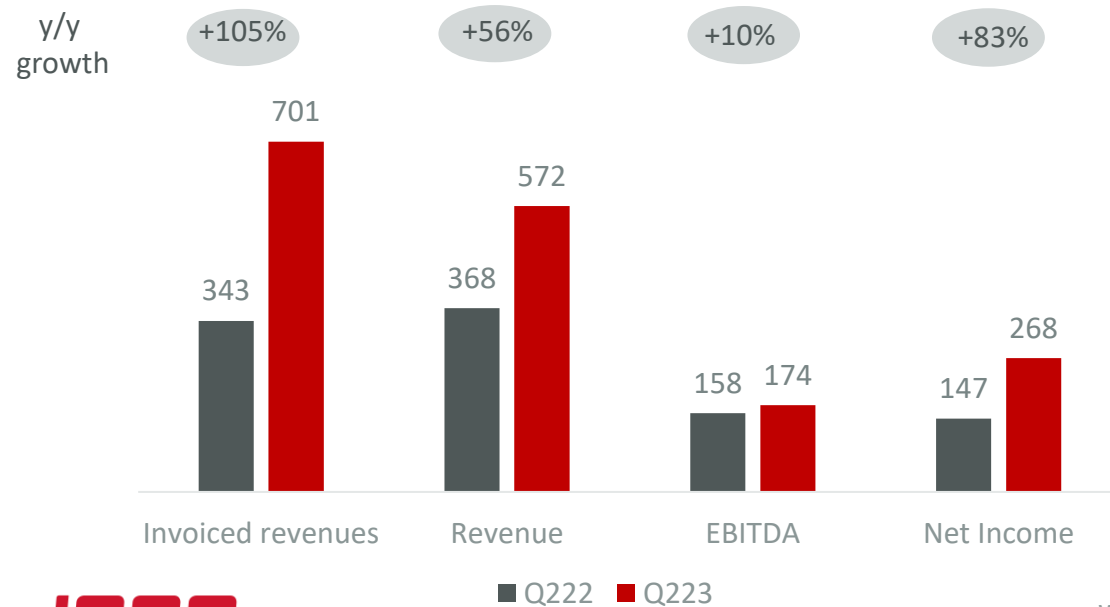
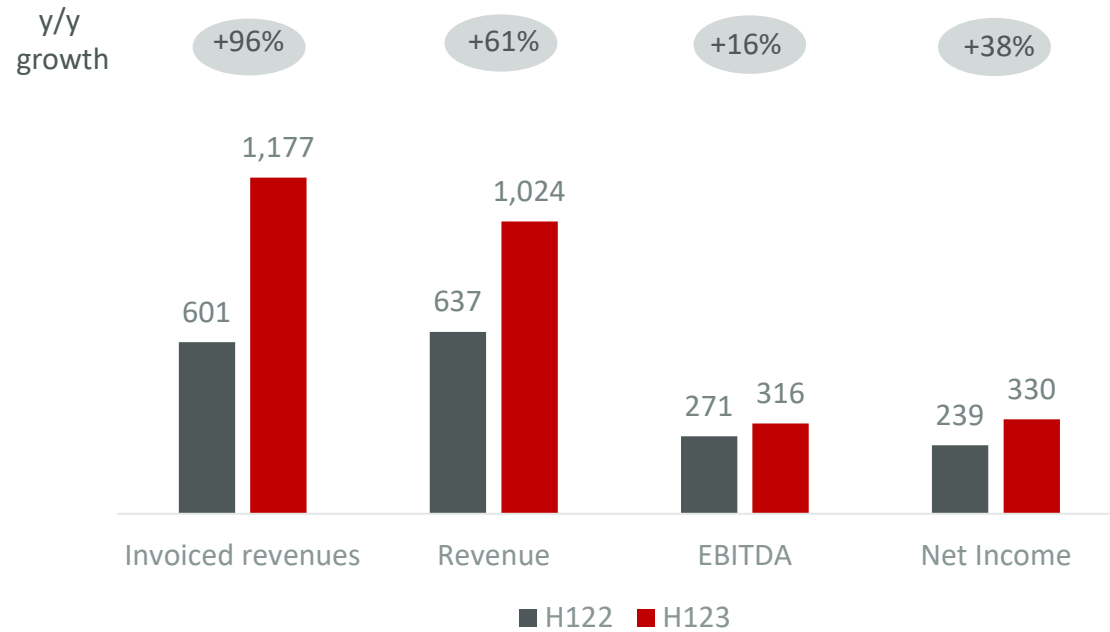


logo

Q2 2023 results

Strong results

Consolidated (TL mn)



Solid performance amid volatile market dynamics

Logo Türkiye

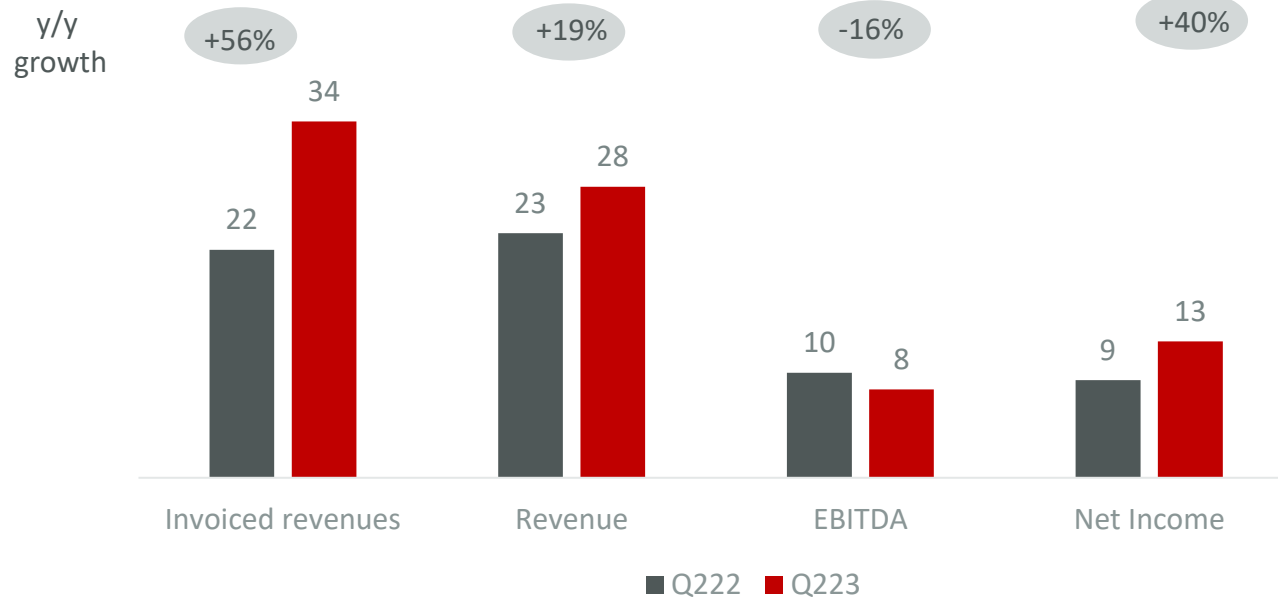
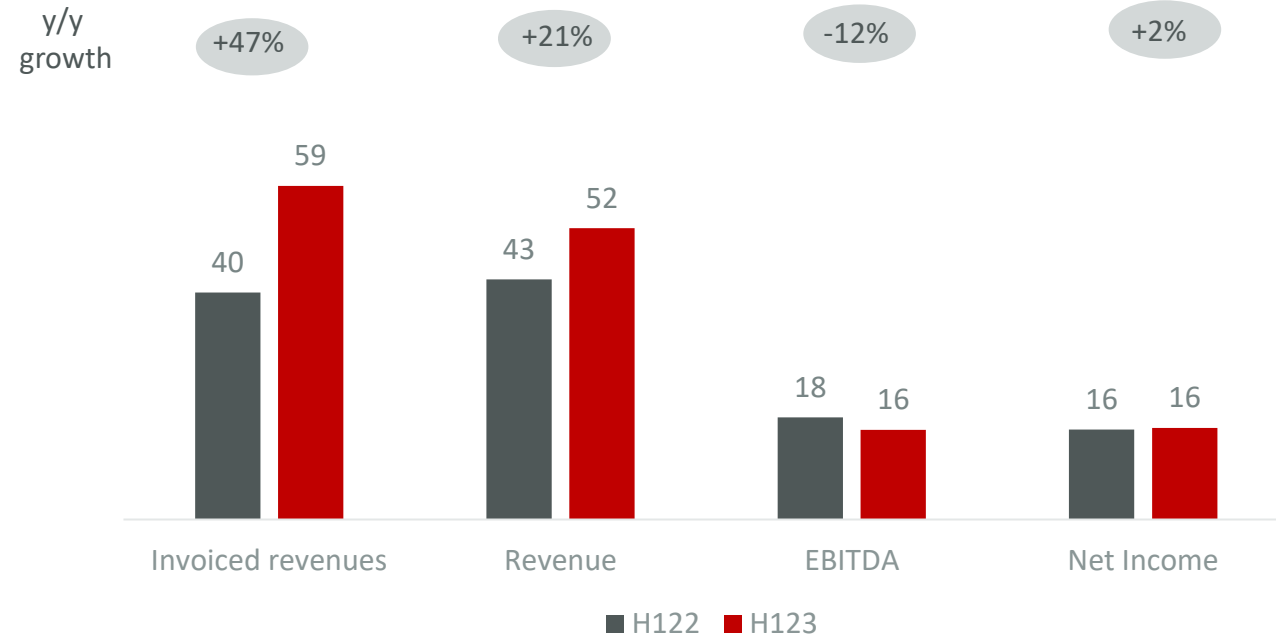
- Another period of success in navigating a volatile macroeconomic landscape
- **Strong real revenue growth** across the board with healthy new customers additions and increased spending from existing customers
- **Continued solid SaaS revenue growth**
- **Strong and loyal customer base**, ever-growing with healthy new customer additions
- **Sustainable profitability** as a result of pricing power, strong ecosystem and operational efficiencies

Logo Total Soft (Romania) and Logo Infosoft (India)

- Challenges continue in Q2 in Romania
- Logo Infosoft achieves traction with consistently increasing monthly subscriptions. Total users reached 1,600 and monthly billing is at \$30K with 900+ paid users.

USD based figures

Consolidated (USD mn)



In USD terms;

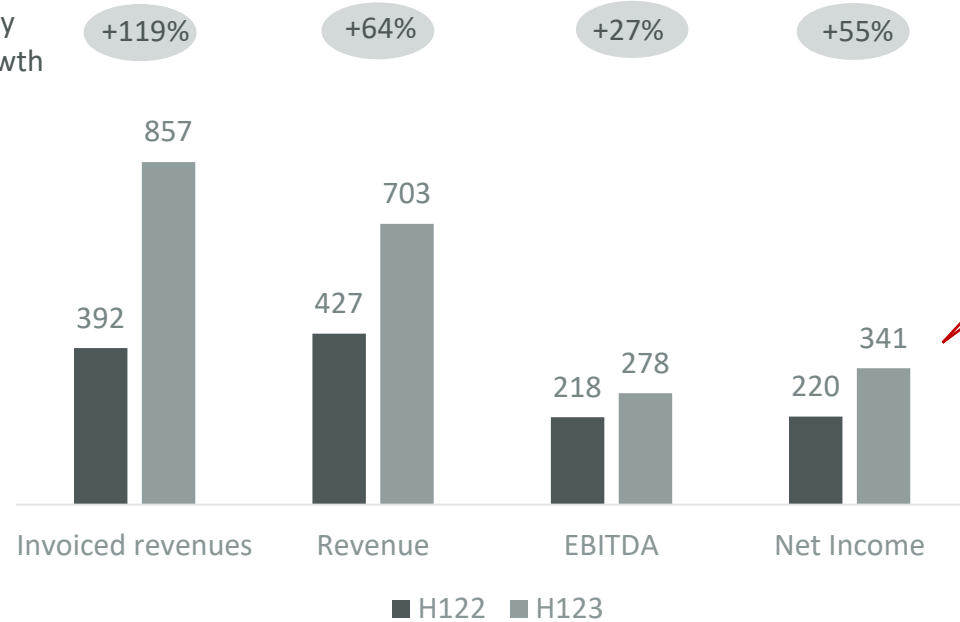
- Türkiye's invoiced revenue grew by 64% and IFRS revenue grew by 24% y/y. EBITDA growth impacted by -\$600K due to higher net deferrals in IFRS.
- Total Soft's invoiced revenue grew by 15% and IFRS revenue grew by 16% y/y. EBITDA declined by 1,6 mn USD due to softer demand.

Logo Türkiye: Resilient performance

Logo Türkiye

TL mn

y/y growth

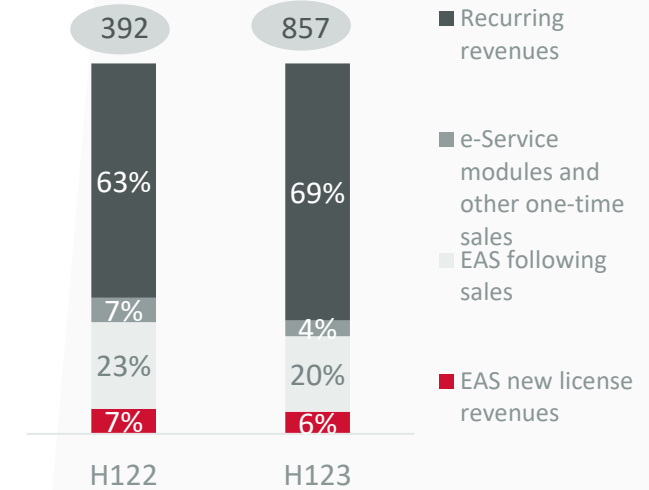


Strong growth despite one-off earthquake tax expense impact from Q1

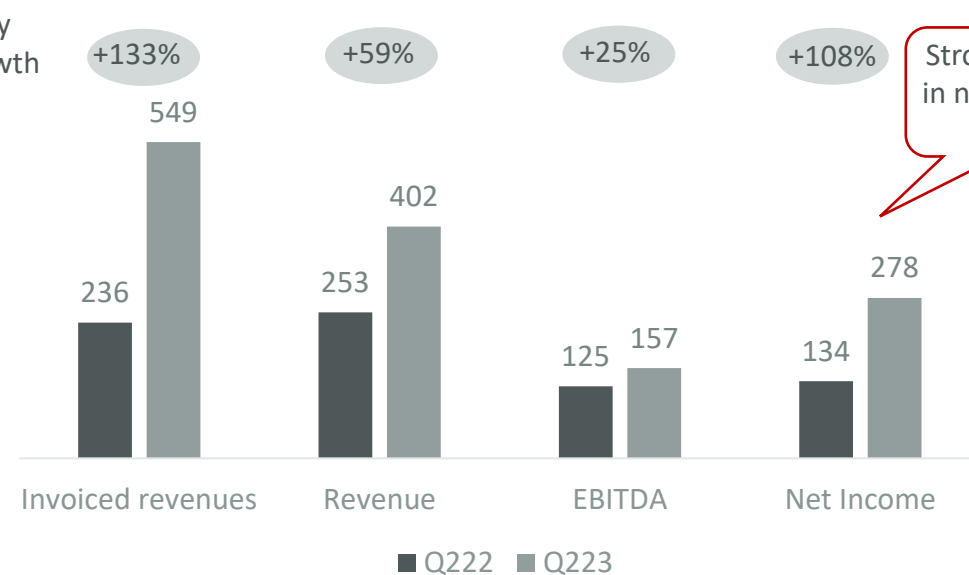
Logo Türkiye

Invoiced revenues breakdown

TL mn



y/y growth



Strong growth in net financial income

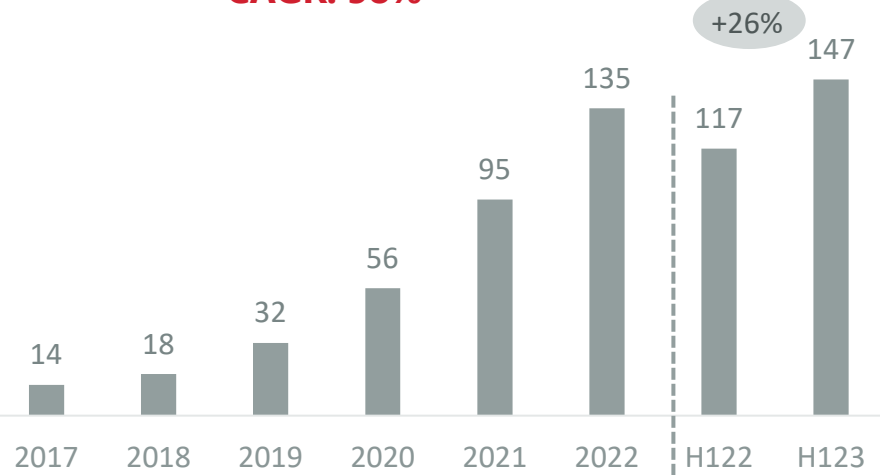
- **Strong invoiced and IFRS revenue growth**
- Higher net deferrals due to relatively softer coin usage under e-Services SaaS revenues
- EBITDA up by 27% yielding 40% margin in H1
- **Recurring revenue up by 140%**
- One-time revenue growth driven by **new license sales, up by 150%**, and **following sales, (modules, user increments, upgrades) up by 90%**.
- **New customer acquisition** in EAS and e-Services remained at a healthy level of 5 thousand
- **SaaS revenue growth is on track with 116% y/y growth**

eLogo: e-Service platform and leader in digital transformation

Market leader in e-government solutions; e-Invoice, e-Archive, e-Ledger, e-Dispatch with 147K customers

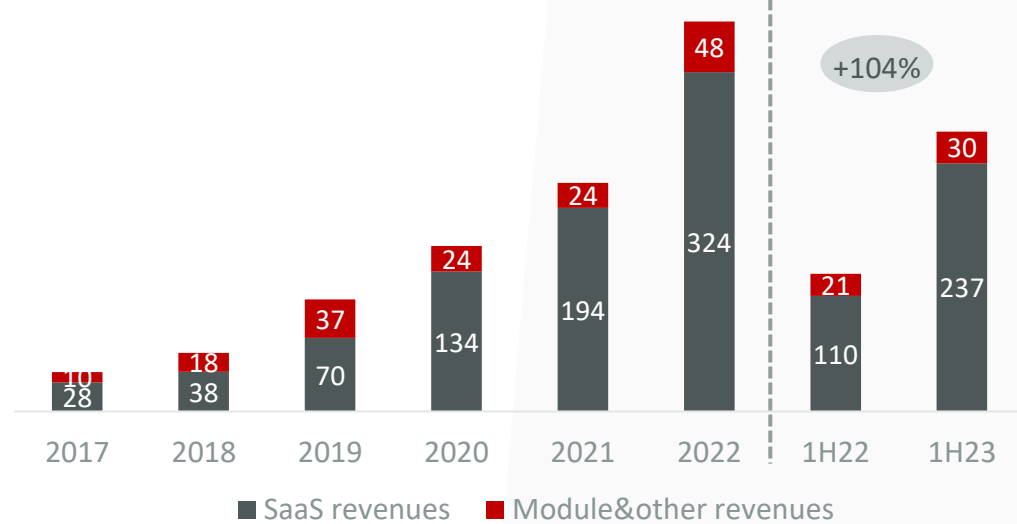
of customers
(‘000)

CAGR: 58%



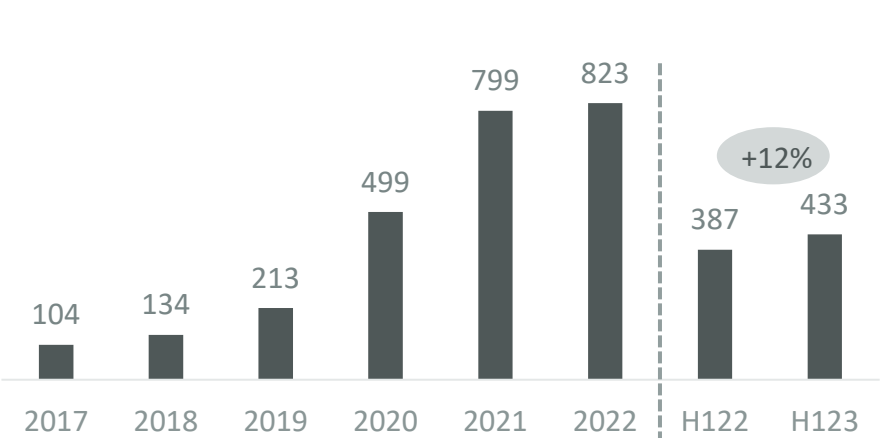
Invoiced revenues
(TL mn)

CAGR: 58%



Coin usage
(‘000,000)

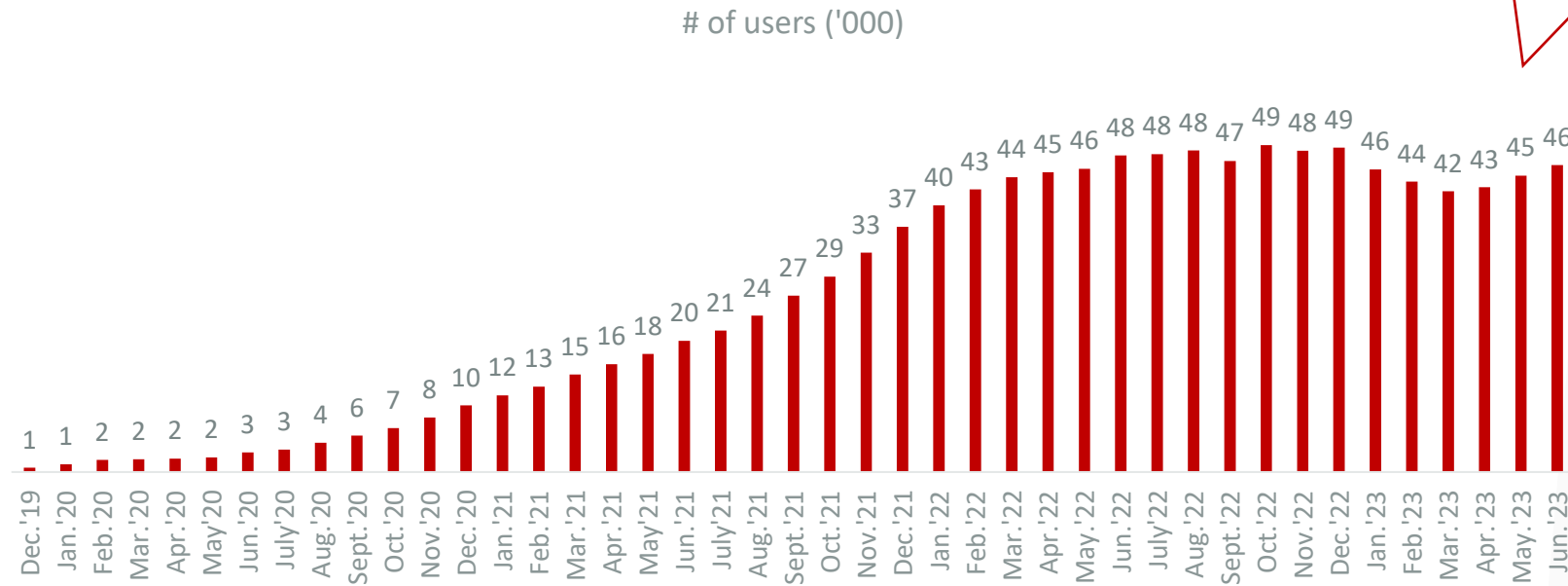
CAGR: 51%



- eLogo manages %30 of Turkey's total e-Invoice circulation
- **Active customers** reached 147 thousand with **26% y/y growth**
- Customers using eLogo services but not Logo ERP reached 20K with 53% growth
- **SaaS revenue** (coins) growth of 114% y/y with 5yr **CAGR of 63%**
- SaaS revenue's 89% share in eLogo invoiced revenues signaling strong recurring revenue growth potential going forward
- Fintech services (open banking, embedded finance), offering a new avenue for future growth; achieved 208% y/y growth in revenues, and comprised 1.5% of invoiced revenues in H123

Logo İşbaşı: SaaS solution for MicroSME digitalization

Offering basic accounting software and e-invoicing services



Positive growth momentum

Organic user growth:
42% y/y

ARPU*: 494 TL

LTV/CAC**: 15

Competitive advantages:

- Logo as the **leading e-invoice provider** of Turkey, differentiates itself with high service quality
- Value creation on digital platform:** connecting revenue administration, financial institutions, customers, trade partners and e-commerce sites
- Quick and easy upgradability to a larger ERP solution

- Strong brand-name
 - Strategic partnerships
 - Key account management
- high LTV/CAC

Total Soft

Total Soft

TL mn

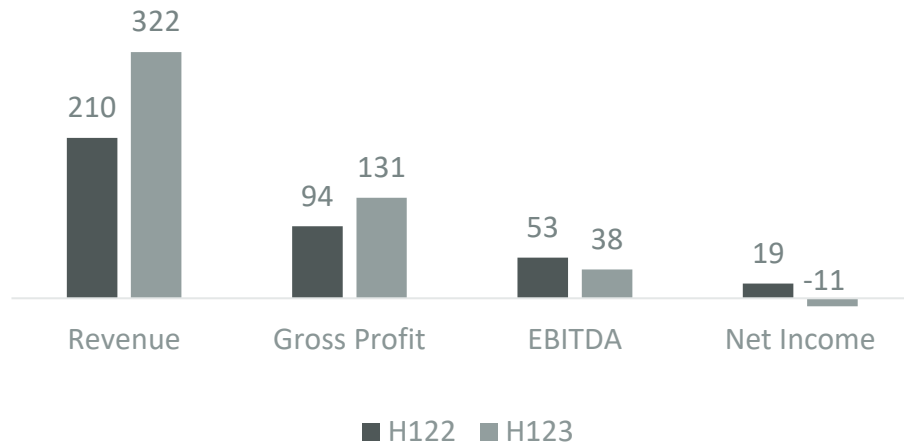
y/y
growth

+53%

+40%

-29%

-155%



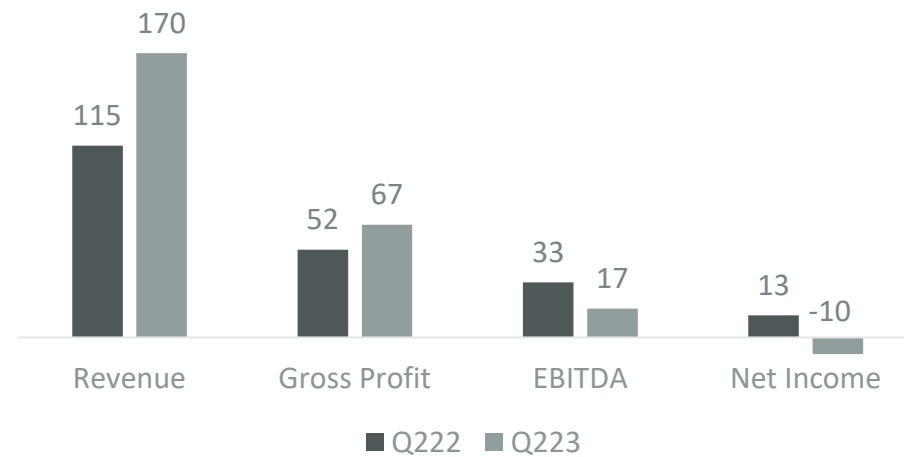
y/y
growth

+48%

+29%

-48%

-176%



- Euro revenue growth at 17% y/y
- Project additions with existing customers remained strong while new project additions continue to be slow due to challenging market conditions
- Pressure on personnel costs continue
- Gross margin and EBITDA margin below expectations due to lower than expected new revenue signings in H1.
- Net loss due to softer operational profitability, and higher net financial expenses impacted by higher interest rates and increase in €/TL rate

Invoiced Revenue vs IFRS Revenue

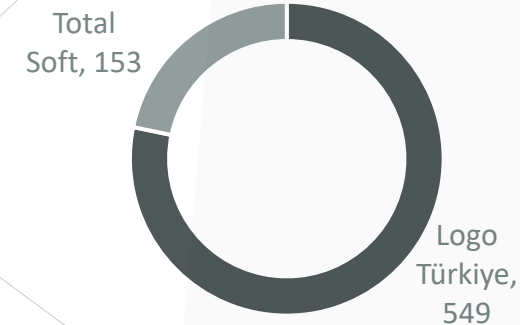
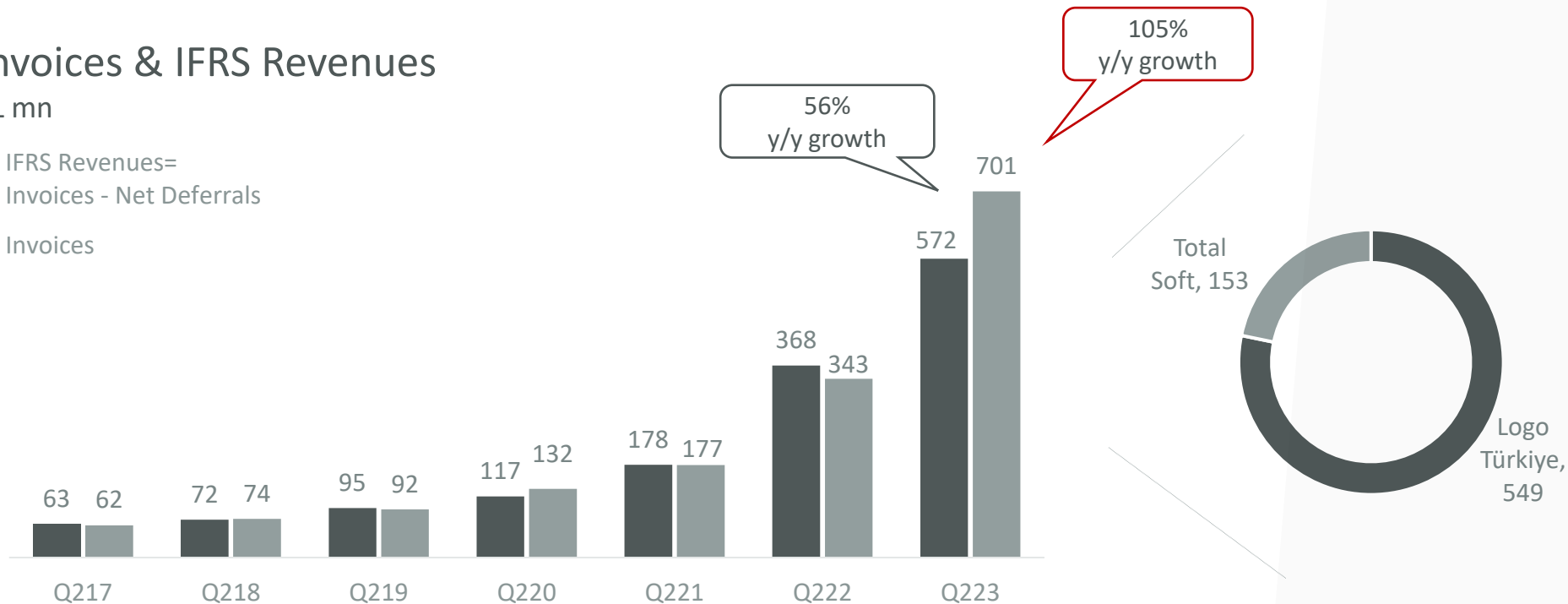
Consolidated

Invoices & IFRS Revenues

TL mn

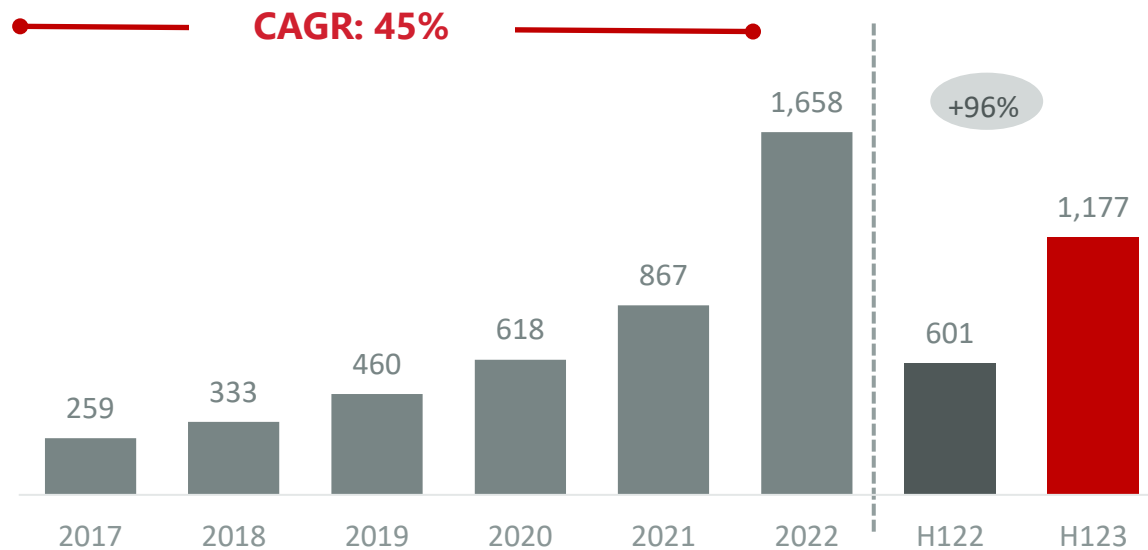
■ IFRS Revenues=
Invoices - Net Deferrals

■ Invoices



Invoiced revenues

TL mn



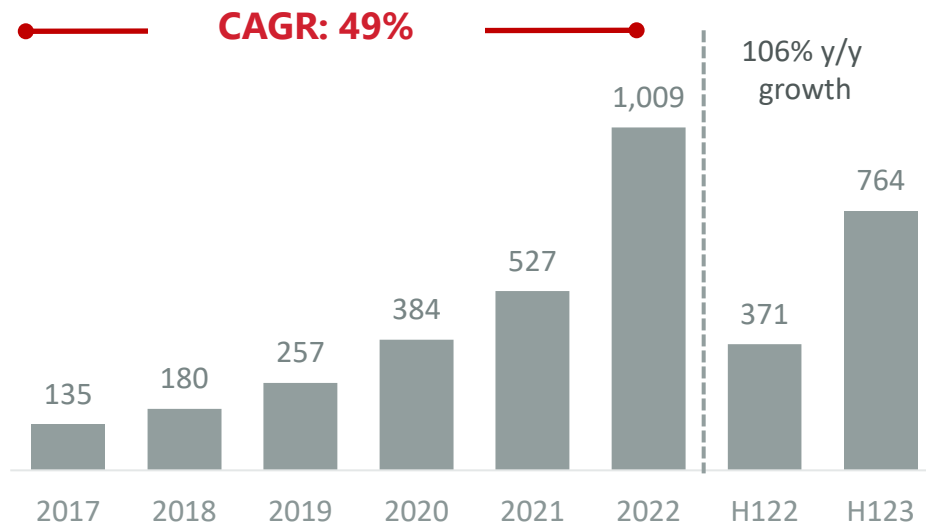
- Net deferrals is higher due to softer coin usage
- Coin sales collected up front and related expenses are recorded in the current period; whereas, IFRS revenues are deferred to coming quarters

Recurring Revenue Growth Ensuring Predictability

Sustainable revenue growth supported by SaaS transition

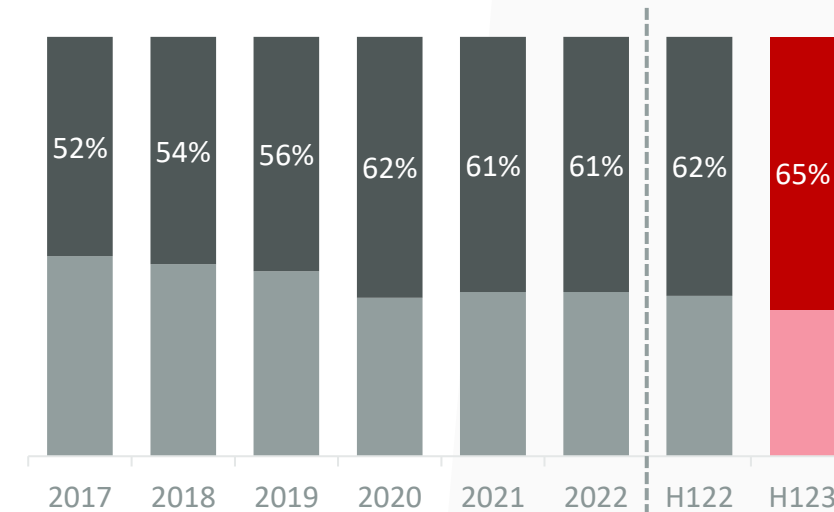
Recurring Invoices

TL mn



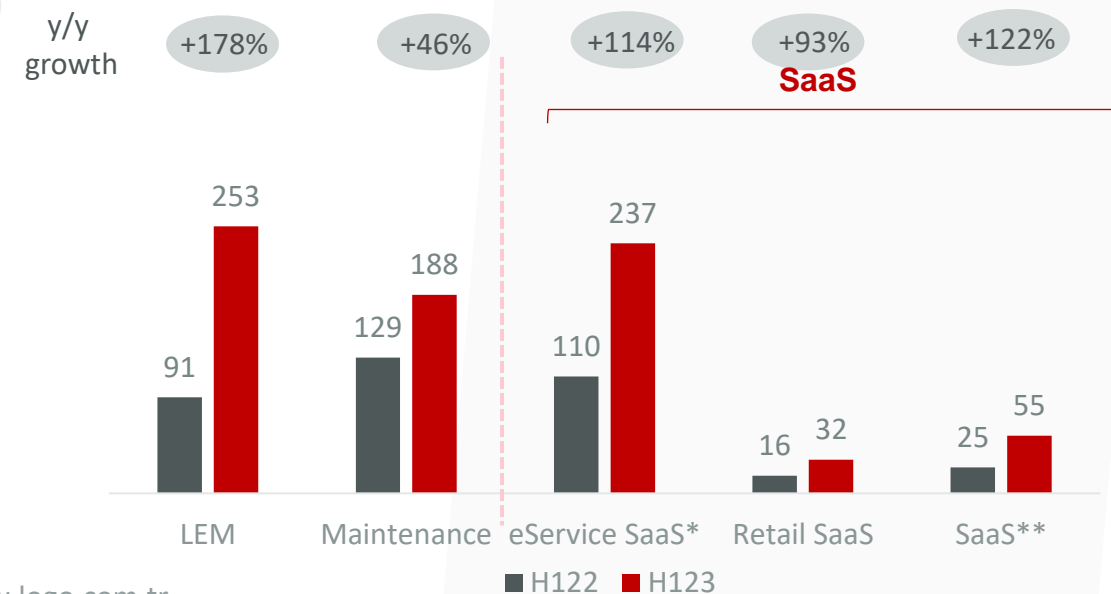
Recurring Invoices/Invoices

%



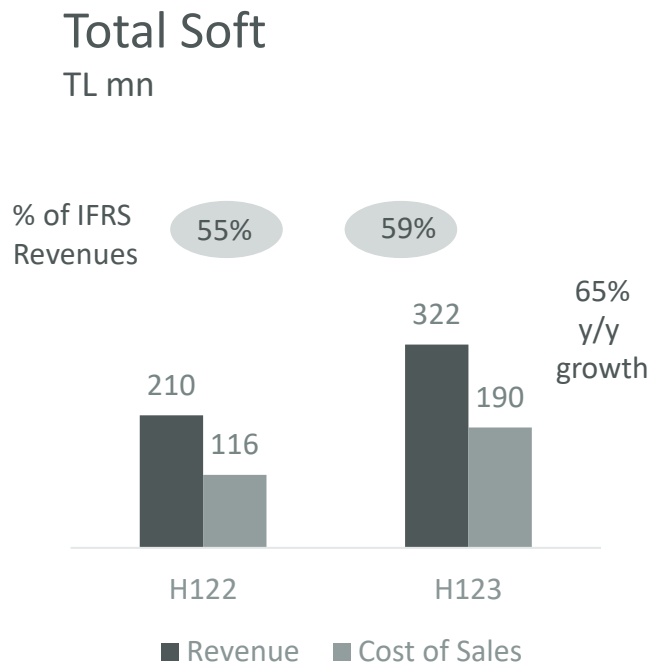
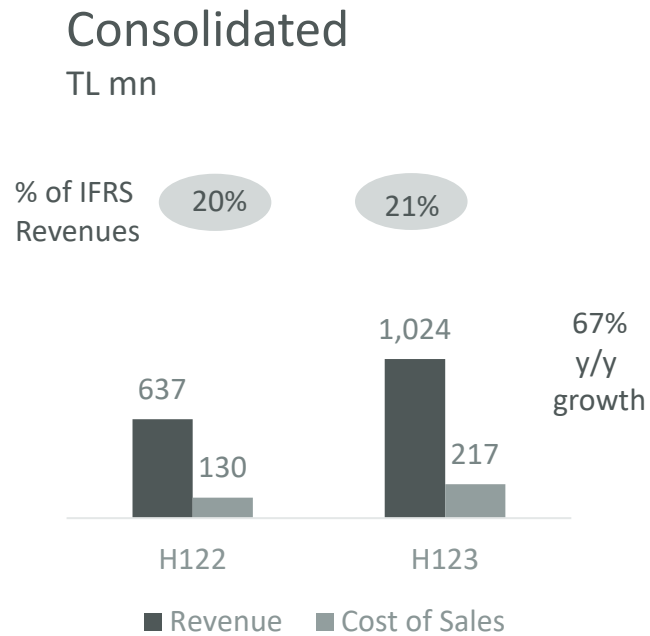
Recurring Invoices

TL mn

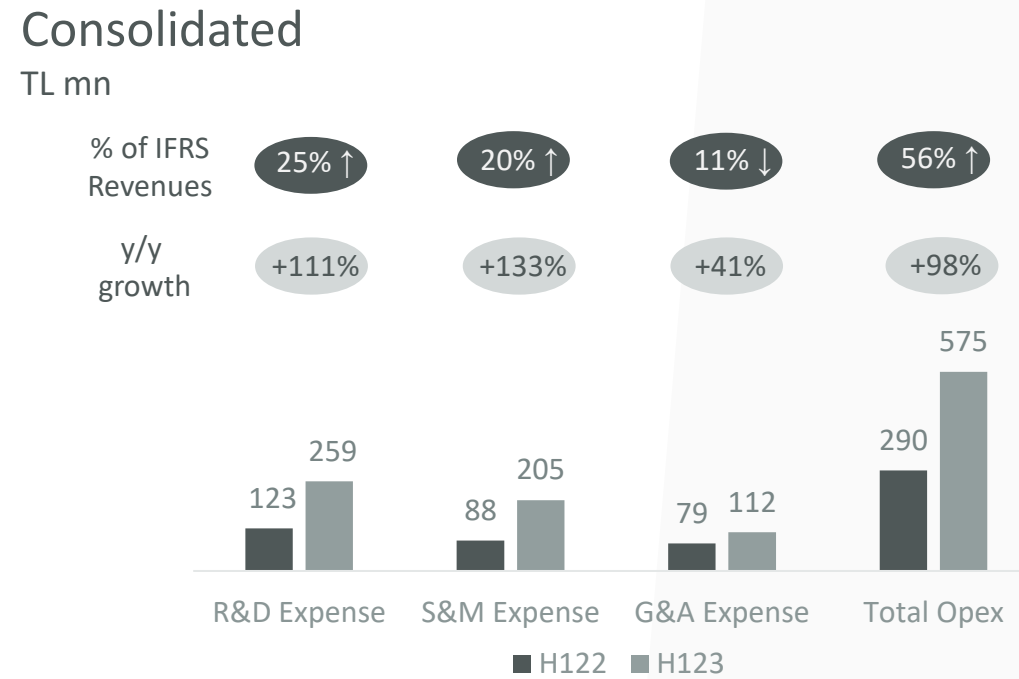


- **Recurring revenues** up by 106% y/y, and has 65% share in total invoiced revenue
- SaaS revenues include eService's coin revenues, Retail SaaS, İşbaşı, Peoplise and other SaaS sales from Türkiye and Romania
- SaaS revenues' grew by 113% y/y in H1
- **SaaS revenues** recorded **5-year-CAGR of 64%**, share in total revenues reached 27% in H123 from 14% in 2017

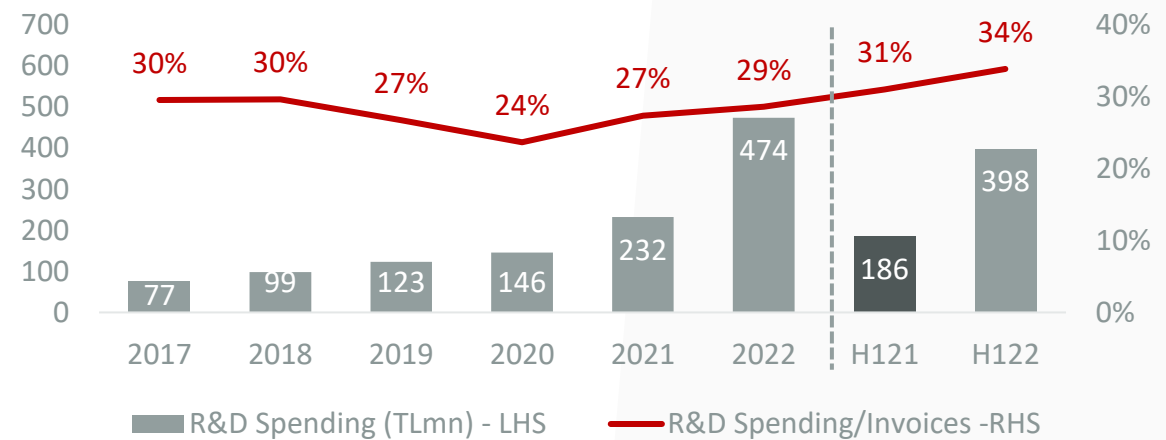
Cost of Sales



Operating Expenses



Dedicated Investment in Technology

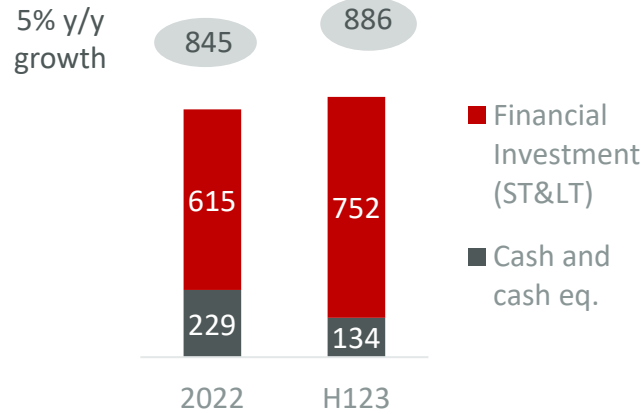


Effective financial management and strong balance sheet

Consolidated

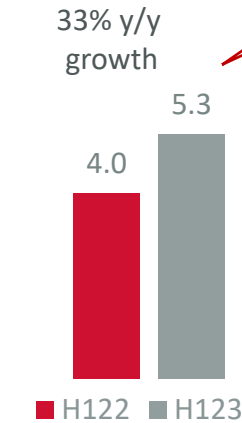
High liquidity

TL mn



EPS* (LTM)

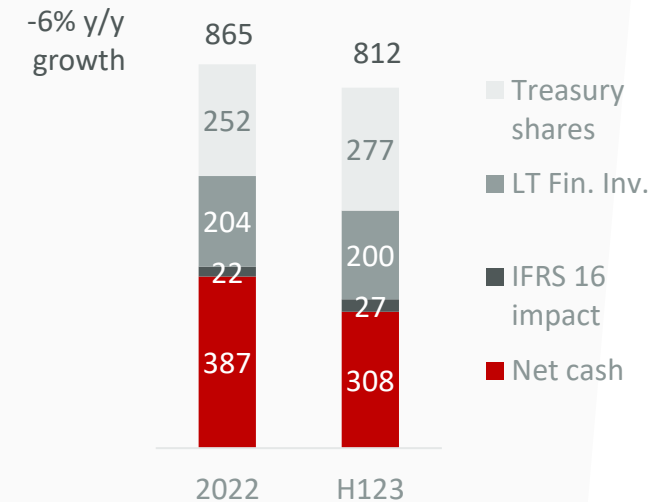
TL mn



Strong growth despite one-off tax impact

Adj. net cash**

TL mn



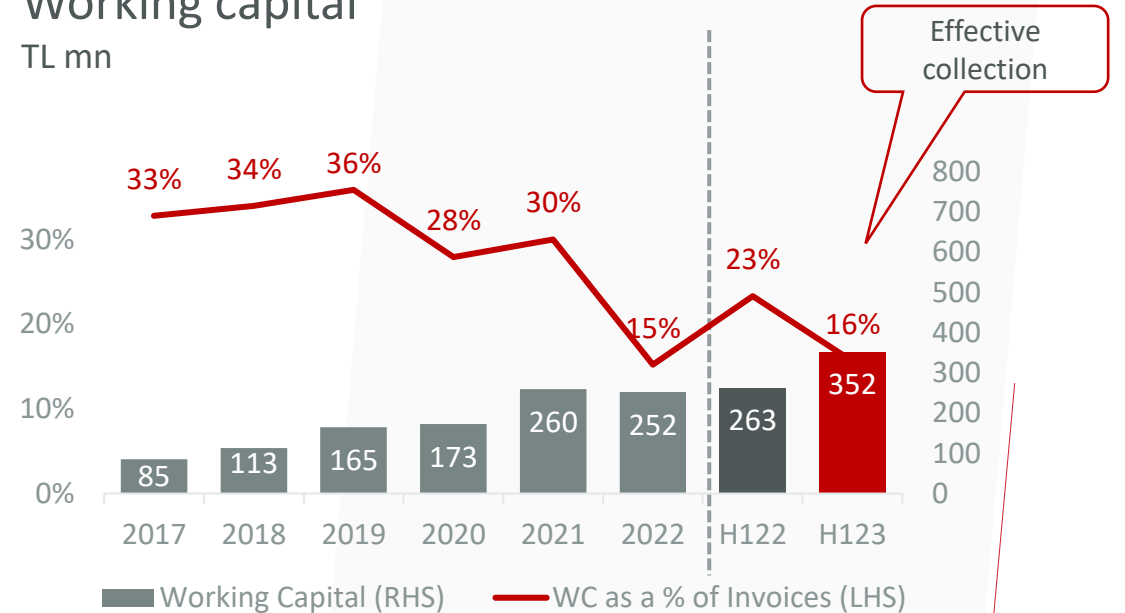
Balance sheet highlights

TL mn

	2022	H123	Δ
Cash & Cash Eq.	229.2	134.5	-41%
Trade Receivables	387.4	487.4	26%
Tangible Assets	46.5	90.6	95%
Intangible Assets*	1,102.8	1,592.7	44%
Other Assets	900.9	1,180.3	31%
Total Assets	2,666.9	3,485.5	31%
Total Liabilities	1,468.0	1,979.7	35%
Total Shareholders' Equity	1,198.8	1,505.7	26%
Total Liabilities and Equity	2,666.9	3,485.5	31%
Shareholders Equity Ratio	0.45	0.43	-4%
Current Ratio	0.91	0.78	-14%

Working capital

TL mn



Effective collection

Working capital: Trade receivables + Inventories – Trade payables
WC/Invoices figures are based on 12-mnth trailing invoices

*Adjusted by 4.28% (H122: 3.61%) treasury shares.

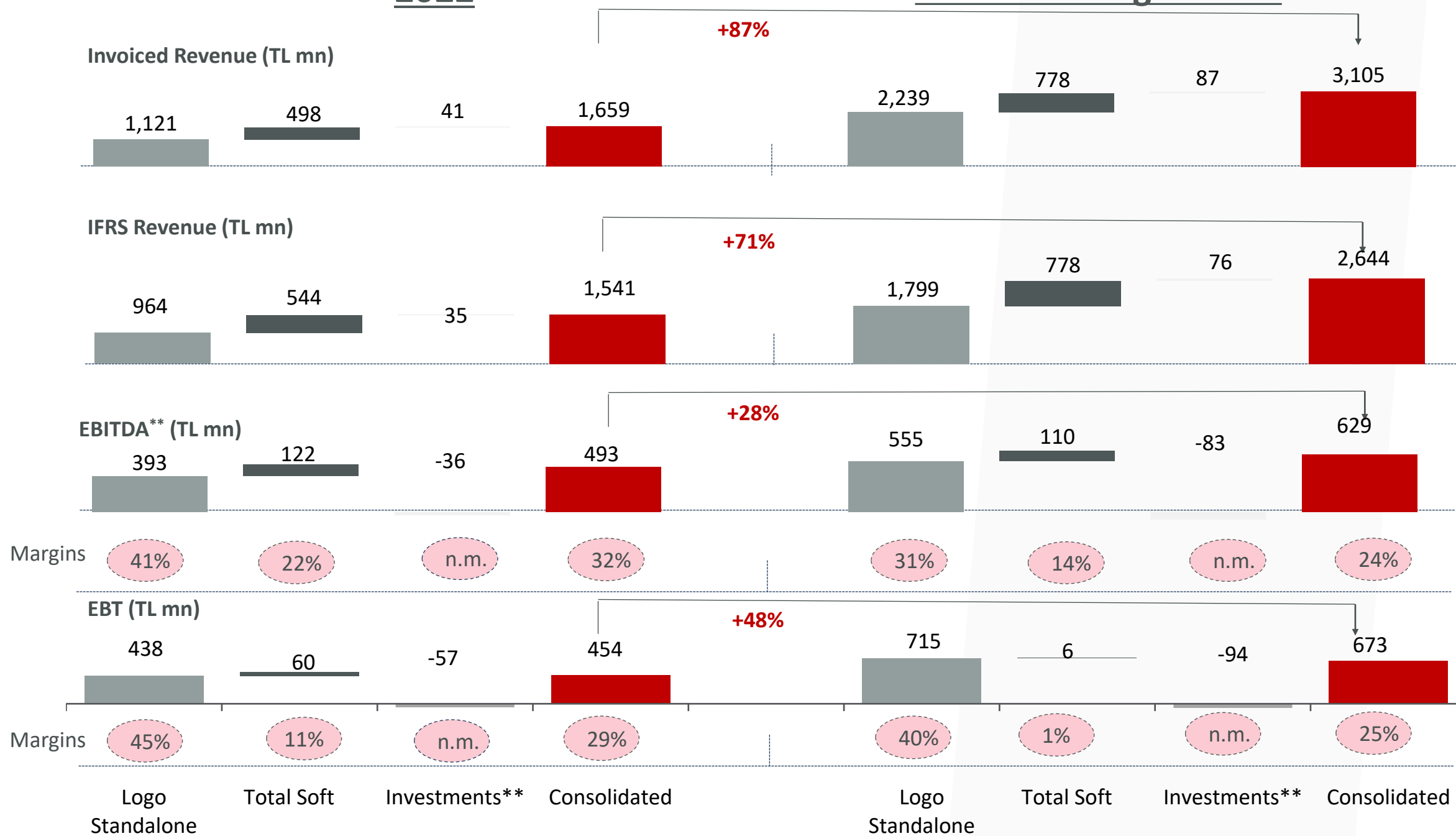
**Adjusted net cash excluding IFRS 16 impact of 27,4 TL mn (2022: 22.1 TL mn), including treasury shares @mcap at end of period and long-term financial investments.

***Includes goodwill.

Revised guidance

2022

2023 revised guidance



The background is a solid red color with a subtle, abstract pattern of white dots and lines, resembling a digital or data theme. In the center, there is a faint, dotted outline of a cylinder or a series of concentric ellipses, suggesting a 3D object or a data structure. The overall aesthetic is modern and technological.

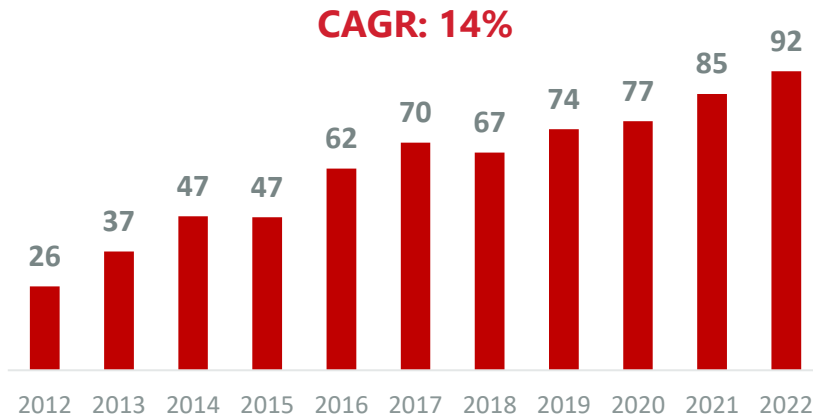
Appendix

Sustainable and profitable growth

Consolidated

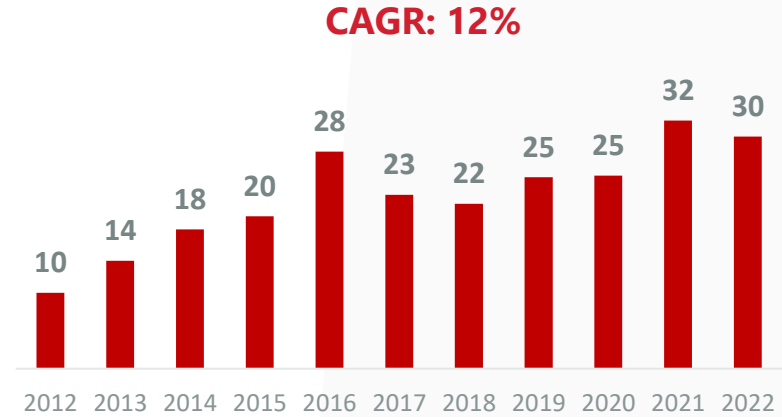
Revenues

USD mn



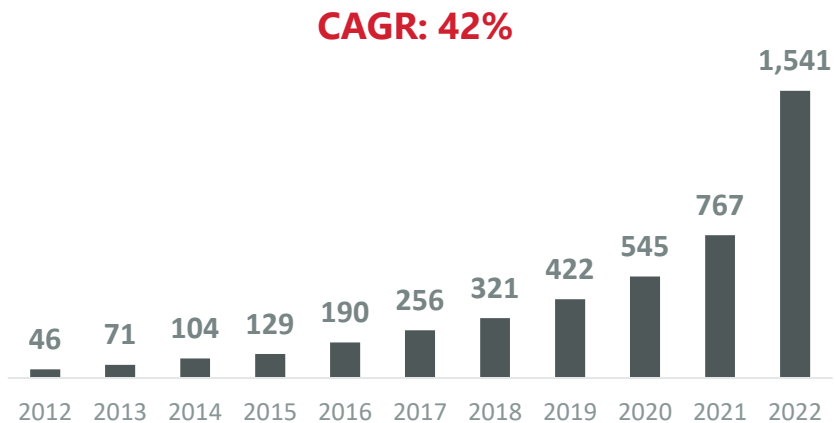
EBITDA

USD mn



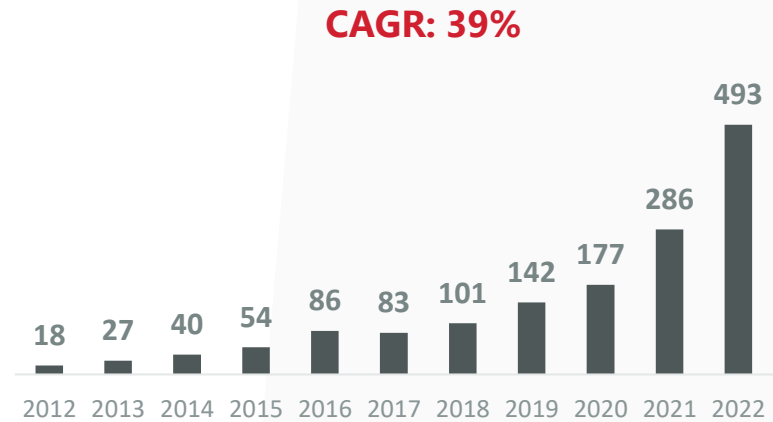
Revenues

TL mn



EBITDA

TL mn








Invoiced Revenue Growth and Breakdown

	2017	2018	2019	2020	2021	2022	5-yr-CAGR
Invoiced revenues-consolidated (TL mn)	259.1	333.0	460.1	617.7	866.5	1,657.8	45%
<i>y/y growth</i>	<i>47%</i>	<i>29%</i>	<i>38%</i>	<i>34%</i>	<i>40%</i>	<i>91%</i>	
One-time	123.6	152.5	203.0	233.5	339.3	648.9	39%
One-time - TR	83.4	95.0	130.1	145.6	225.1	379.2	35%
<i>share in total</i>	<i>32%</i>	<i>29%</i>	<i>28%</i>	<i>24%</i>	<i>26%</i>	<i>23%</i>	
One-time - RO	40.2	57.5	72.9	87.9	114.2	269.7	46%
<i>share in total</i>	<i>16%</i>	<i>17%</i>	<i>16%</i>	<i>14%</i>	<i>13%</i>	<i>16%</i>	
Recurring	135.5	180.5	257.2	384.2	527.3	1,009.0	49%
Recurring - TR	102.6	130.4	186.6	289.4	405.1	780.7	50%
<i>share in total</i>	<i>40%</i>	<i>39%</i>	<i>41%</i>	<i>47%</i>	<i>47%</i>	<i>47%</i>	
Recurring - RO*	32.9	50.1	70.5	94.8	122.2	228.2	47%
<i>share in total</i>	<i>13%</i>	<i>15%</i>	<i>15%</i>	<i>15%</i>	<i>14%</i>	<i>14%</i>	
Recurring invoice revenues (TL mn)							
LEM	61.4	75.7	97.0	124.7	158.3	332.0	40%
<i>share in recurring</i>	<i>45%</i>	<i>42%</i>	<i>38%</i>	<i>32%</i>	<i>30%</i>	<i>33%</i>	
Maintenance	38.5	57.4	77.1	106.9	132.7	258.6	46%
<i>share in recurring</i>	<i>28%</i>	<i>32%</i>	<i>30%</i>	<i>28%</i>	<i>25%</i>	<i>26%</i>	
eService SaaS	27.9	37.9	70.2	133.6	194.4	324.0	63%
<i>share in recurring</i>	<i>21%</i>	<i>21%</i>	<i>27%</i>	<i>35%</i>	<i>37%</i>	<i>32%</i>	
Retail SaaS	6.5	7.9	10.3	12.8	19.9	35.0	40%
<i>share in recurring</i>	<i>5%</i>	<i>4%</i>	<i>4%</i>	<i>3%</i>	<i>4%</i>	<i>3%</i>	
SaaS (İşbaşı+Peoplise+Logo+Total Soft)	1.2	1.5	2.6	4.7	22.0	59.4	120%
<i>share in recurring</i>	<i>1%</i>	<i>1%</i>	<i>1%</i>	<i>1%</i>	<i>4%</i>	<i>6%</i>	

eLogo: e-Service platform and leader in digital transformation

Latest commune's details (January 22nd, 2022)

	<u>BEFORE</u>	<u>AFTER (eff. as of July 1st, 2022)</u>
 e-invoice	Companies w/sales 5mioŁ+, Specific sectors with no sales threshold	Companies w/sales 4mioŁ*+, Companies in some sectors w/sales 1mio Ł+, Specific sectors with no sales threshold
 e-archive	All e-invoice issuers and invoices above 5K and 30K	All e-invoice issuers and invoices above 10K**
 e-ledger	Required to safekeep on in-house server, e-invoice integrator or GIB***	No change
 e-dispatch	Companies w/sales 25mioŁ+, specific sectors	Companies w/sales 10mioŁ+, specific sectors
 e-selfemp. invoice	All self-employed professionals (doctors, lawyers, etc.)	No change

ERP case study: Pegasus Airlines

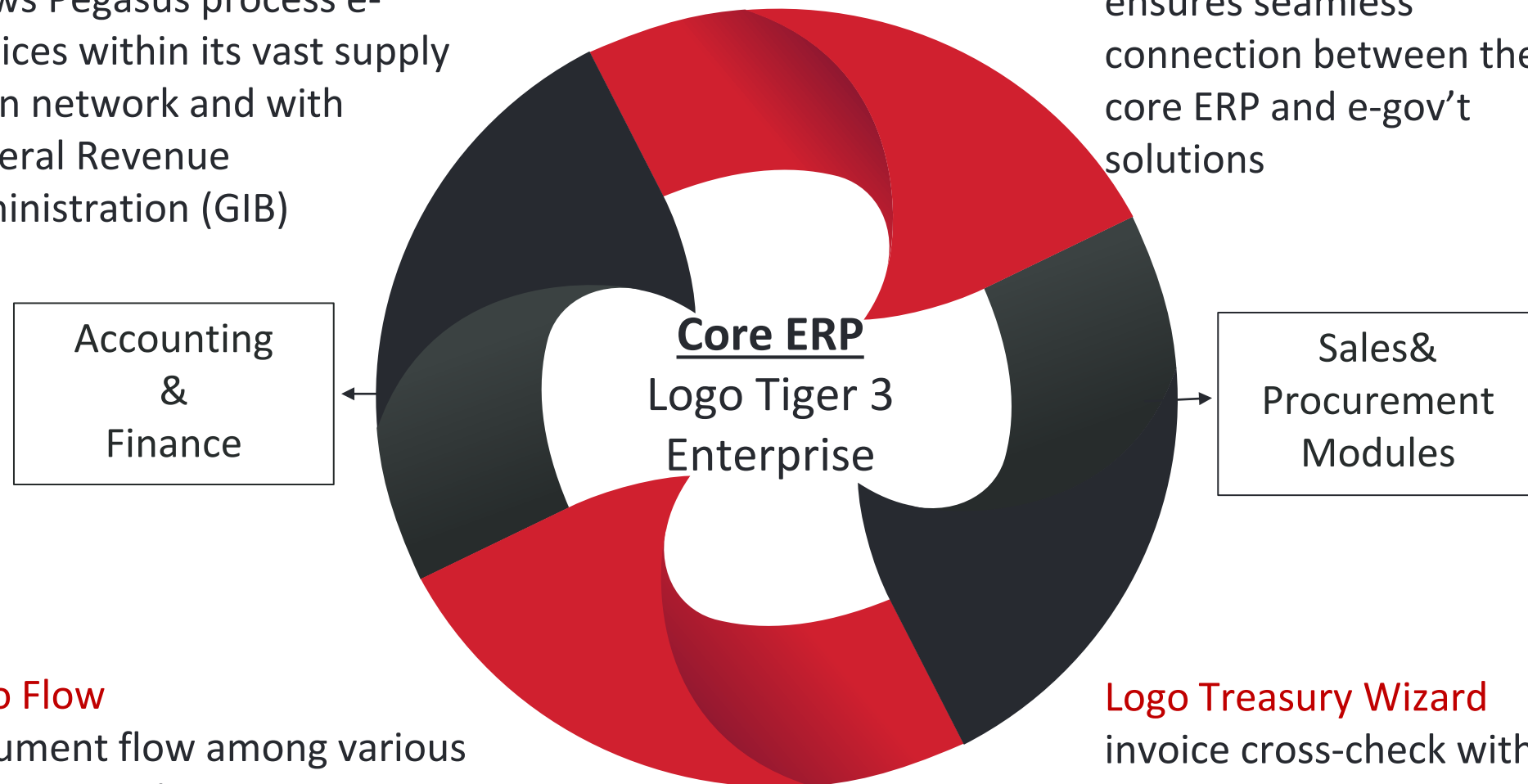
Turkey's digital airline is using Logo's solutions since 2008

eLogo

allows Pegasus process e-invoices within its vast supply chain network and with General Revenue Administration (GIB)

Logo Connect

ensures seamless connection between the core ERP and e-gov't solutions



Logo Flow

document flow among various business applications

Logo Treasury Wizard

invoice cross-check with Logo ERP, and integration with banks via two-way automated flow

Case studies for various solutions

Unilever / Consumer Goods

- **Logo j-Platform (ERP)**

Customer's need:

- Managing distributors' sales and distribution activities
- Centralized management
- Cost saving

Logo solutions' benefits:

- Cost saving on server investment, maintenance and support
- Centralized data management
- Sales team of 1,600 people connected and integrated via tablet application

Barilla / Pasta

- **Logo Ocean (warehouse automation)**
- Logo Tiger 3 Enterprise (ERP)
- e-gov't solutions (eLogo)

Customer's need:

- Increasing efficiency in warehouse management
- Quicker response time for customer requests
- Faster and easier inventory counting
- Reducing aged product inventory

Logo solutions' benefits:

- 20% reduction in order preparation duration
- 30% reduction in shipment error rates
- Up to 50% improvement in aged product inventory
- Shortening the inventory counting time

Yaktas / Flooring

- **Logo CRM**
- Logo Netsis 3 Standard (ERP)

Customer's need:

- Meeting customers' changing needs
- Effective management, follow-up and reporting of sales and marketing operations
- Recording all field activities

Logo solutions' benefits:

- Increase in customer satisfaction
- Enhanced performance by sales teams thanks to mobile applications
- More effective communication with prospective clients



LOGO

Thank you